The Secrets of Consulting
A Guide to Giving and Getting Advice Successfully
by Gerald M. Weinberg

If you are a consultant, even use one, or want to be one, this book will show you how to succeed. With wit, charm, humor, and wisdom, Gerald M. Weinberg shows you exactly how to become a more effective consultant. He reveals specific techniques and strategies that really work.

The use of vividly memorable rules, laws, and principles—such as The Law of Raspberry Jam, The Potato Chip Principle, and Lessons from the Farm—the author shows you how to set just-right fees, price and market your services, avoid traps and find alternative approaches, keep ahead of your clients.

Proven Techniques and Strategies to Help You Succeed As a Consultant

I. Why Consultants Is So Tough
   • The Law of the Hammer
   • The Study of History
   • The Why Whammy
   • Seeing Beyond the Conspicuous
   • The Five-Minute Rule

II. Cultivating a Paradoxical Frame of Mind
   • Why Paradox?
   • Optimism and The Tradeworf Treatment
   • The Orange Juice Test

III. Being Effective When You Don’t Know What You’re Doing
   • The Problem with Specialists
   • Featuring Failure
   • Faking Success

IV. Seeing What’s There
   • The Law of the Hammer
   • The Study of History
   • The Why Whammy
   • Seeing Beyond the Conspicuous
   • The Five-Minute Rule

V. Seeing What’s Not There
   • Missing Tools
   • Reasoning from What Isn’t There
   • How to See What Isn’t There
   • On Being Ridiculous
   • Loosening Up Your Thinking
   • Brown’s Brilliant Bequest

VI. Avoiding Traps
   • Staying Out of Trouble
   • Laws, Rules, and Edicts
   • The Art of Setting Triggers

VII. Amplifying Your Impact
   • The Consultant’s Kit
   • Keeping Ahead of Your Clients

VIII. Gaining Control of Change
   • Weinberg’s Law Inverted
   • Prescott’s Pickle Principle
   • The Forces of Change
   • Controlling Small Changes
   • Weinberg’s Test

IX. How to Make Changes Safely
   • Pandora’s Box
   • Living with Failure
   • Preventive Medicine
   • Rhonda’s Revelations

X. What to Do When They Resist
   • Appreciating Resistance
   • Getting the Resistance Out in the Open
   • Preventing Resistance

XI. Marketing Your Services
   • How Consultants Get Started
   • The Laws of Marketing
   • Marketing for Quality

XII. Putting a Price on Your Head
   • Sex and The First Law of Pricing
   • Image and The Second Law of Pricing
   • More Than Money: The Third Law of Pricing
   • Negotiation and The Eighth Law of Pricing

XIII. How to Be Trusted
   • Image and The First Law of Trust
   • Fairness and The Second Law of Trust
   • Lost Trust and The Third Law

XIV. Getting People to Follow Your Advice
   • Roots: Lessons from the Farm

Readings and Other Experiences:
   • Where to Go If You Want More Listing of Laws, Rules, and Principles

About the Author

Gerald M. Weinberg is a highly influential author, lecturer, and consultant himself. For this book, he draws on experiences gained in all three roles, as well as from a long technical career as a scientist and researcher for IBM, Ethnotec, and Project Mercury. Also see his standalone follow-up, More Secrets of Consulting, published by Dorset House.

Plain text version of this document:

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Review: 'Secrets Of Consulting' by Gerald Weinberg. If you are responsible for influencing others as part of your job, you can learn a great deal from professional consultants: it's what they do for a living. Gerry Weinberg has been in the consulting business for more than three decades, and he knows a thing or two about working with people. Originally published over 20 years ago, Secrets of Consulting is an entertaining, candid, and practical look at how to successfully solve problems and give and receive advice. Part of the magic of this book is Weinberg's masterful story More Secrets of Consulting is a sequel or extension to The Secrets of Consulting, but the two books may be read in either order. One reviewer said: "Just buy this book and improve your life. I add Mr. Weinberg to a short list of those authors and persons in my life that have made me a better person and provided some direction to the chaos of the universe." These are all important not only to consultants, but to anyone trying to establish a more satisfying professional or personal life by managing problems, by self-improvement and by better handling their relationships to other people. Michael Larsen said, "More Secrets of Consulting" is a gem of a book, and remarkably quick reading. The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives [Carl W. Stern, Michael S. Deimler] on Amazon.com. *FREE* shipping on qualifying offers. A collection of the best thinking from one of the most innovative management consulting firms in the world For more than forty years. Kim Wilson. Organizational Studies. What others are saying. The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives: Carl W. Stern, Michael S. Deimler: 9780471757221: Amazon.com See more. VitalSource®.