

WHO / WHAT / WHERE / WHEN / WHY HOW

Although in a slightly different order, here are a series of questions to ask yourself when considering an outside set of consulting eyes for your business.

WHAT

- What specifically needs to be accomplished?

- Do you have a specific goal in mind (increase retail revenue, improve advertising effectiveness) or are you seeking general support, an outside perspective, and a consultant to identify opportunities?

- What is the starting point from which you will measure growth or improvement?

WHO / WHAT / WHERE / WHEN / WHY HOW

WHEN

- When do you want to have the goal accomplished?

- When will you be available to start?

- How many hours can you & your team dedicate to the project?

WHY

- Is the primary driver revenue, or something else?

- Why are you seeking outside help when you have an existing team?

WHO / WHAT / WHERE / WHEN / WHY HOW

WHO

- Who will be the decision maker(s) for the hiring and contract?

- Who from your team will be responsible?

- Who would your ideal consultant be, in terms of availability, style, skillset, etc?

WHERE

- Is in-person support required, or can it be done virtually?

- Is the work intended for your corporate team or a specific location(s)?

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HOW

- How much are you budgeting for the project, and over what time period?

- How will you measure success?

- What metrics need to improve and what immeasurables need to be tracked anecdotally or otherwise?
