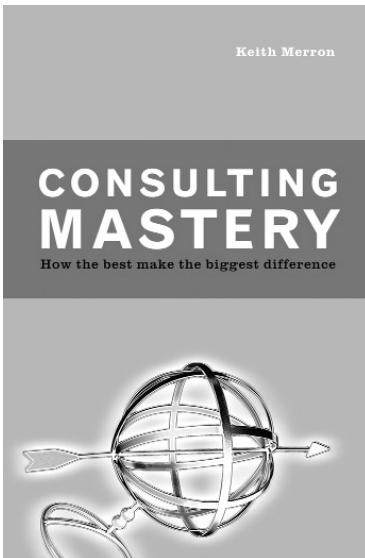


Keith Merron

# Consulting Mastery

## How the Best Make the Biggest Difference



**Keith Merron** is the founder and Managing Partner of Avista Consulting Group, an organizational consulting and leadership development firm. His work has positively impacted Hewlett-Packard, Freddie Mac, AmeriGroup Corporation, MedCath, Wang Laboratories, General Public Utilities, WorldCorp, Endocare, the Healthcare Financial Management Association, and more than 200 other companies and organizations. He is the author of *Riding the Wave: Designing Your Organization for Enduring Success*.

- Shows consultants how to go beyond simply solving clients' problems to creating fundamental and lasting organizational change
- Draws on interviews with 14 master consultants to explore what distinguishes masterful consulting from ordinary consulting
- Takes the reader on a five-stage journey to becoming a master consultant

"This book is rooted in the reality of this work. The result is this thought-provoking book for dedicated consultants who want to fine tune their thinking about their practice and their lives."—**Geoff Bellman**, author of *The Consultant's Calling*

Most consultants are content to solve clients' specific problems—increasing sales, finding the best IT system, developing a new product, reducing turnover, etc. But to truly be of service and make a bigger difference, consultants need to be operating at a deeper level, addressing the fundamental underlying patterns that prevent clients from helping themselves and achieving higher levels of performance and effectiveness. This requires that the consultant create a true empowering partnership with the client. This is consulting mastery.

Drawing on interviews with 14 master consultants, as well as with ten executives who have worked extensively with consultants, Keith Merron explores how consultants can work with a client so that they profoundly impact who their clients are and how they operate. It's not a question of some new technique. It's all in the consultant's attitude and mindset. To move from being a problem solver to an empowering partner requires a fundamental shift in one's inner stance as a consultant. *Consulting Mastery* explores this shift.

This book follows a natural flow of learning—from a conceptual understanding of consulting mastery, to a vision of mastery in action, to learning how to attain mastery in oneself. *Consulting Mastery* will inspire readers to examine their consulting practice and adopt goals and strategies that will help them make a bigger and more profound impact in their work and in their client organizations.

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