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## Overview

The Consultancy sub-discipline (206) involves the competencies required to provide objective advice and assistance on the strategy, structure and management of IT operations of an organisation, in support of identified business purposes and objectives. It may focus on a specified business topic, such as new business ventures, cost reduction, mergers or product launches. Consultancy is usually contracted between a Consultancy provider and a client.

Working in the Lead Professional role (2066) involves:

- Promoting the organisation's consultancy services for IT enabled systems (2066.01);
- Managing strategic relationships during the provision of consultancy services for IT enabled systems (2066.02);
- Reviewing the provision of consultancy services for IT enabled systems (2066.03); and
- **Managing the provision of consultancy services for IT enabled systems (2066.04).**

**Performance  
criteria**

*You must be able to:*

- P1 manage the performance and profitability of any consultancy provider/practice for IT enabled systems
- P2 develop and maintain the correct range, balance, and quantity of skills and competencies within a consultancy provider/practice required to deliver to customer/client organisations
- P3 routinely monitor competitive activity identifying potential issues and risks that may arise from other consultancy providers for IT enabled systems
- P4 take action proactively to protect existing customer/client relationships and contracts from competitive activity
- P5 take action as required to deal with disputes in a manner that minimises impact and limits the extent of any ensuing commercial damage
- P6 develop and maintain the brand and reputation of a consultancy provider/practice for IT enabled systems

**Knowledge and understanding**

*You need to know and understand:*

- K1 how to maximise revenue streams for a consultancy practice
- K2 how to identify what actions may be required in the event of competitive activity from other consultancy providers/practices threatening own revenue and profits
- K3 how to identify what actions may be required in the event of customer/client dissatisfaction not being resolved satisfactorily
- K4 how to maintain the right/correct range, balance, and quantity of skills and competencies within a consultancy provider/practice for IT enabled systems
- K5 how to manage and enhance the profitability of consultancy assignments and a consultancy practice
- K6 how to develop and maintain the brand and reputation of a consultancy provider/practice for IT enabled systems
- K7 who are the competitive providers of consultancy services for IT enabled systems
- K8 what are the strengths, weaknesses, and opportunities and threats for own consultancy practice
- K9 the importance of dealing with potential disputes proactively and in a timely manner
- K10 the importance of monitoring competitive activity from other consultancy providers/practices for IT enabled systems
- K11 the importance of ensuring that the brand and reputation of a consultancy provider/practice are maintained and promoted to existing and prospective customers/clients

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## Manage the provision of consultancy services for IT enabled systems

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