

Executive Summary of Research Assessment #2

As I continue to research about the field of management consulting, I focused on a subfield that interested me when I did my previous research assessment - strategy consulting. As I was researching, the one thing that stood out to me was the fact that strategy consulting is on the decline and that there need to be changes to this field.

Research Assessment #2

Date: September 9, 2020

Subject: Strategy Consulting and the Possible Changes of the Career

MLA Citations:

Cheng, Victor. "Management Consulting Salary (Comprehensive Guide for 2020)." Caseinterview, Caseinterview.com, 13 Apr. 2020, www.caseinterview.com/consulting-salary.

Kraaijenbrink, Jeroen. "Strategy Consulting Needs To Change And This Is How." *Forbes*, Forbes Magazine, 11 Feb. 2020, www.forbes.com/sites/jeroenkraaijenbrink/2020/02/13/strategy-consulting-needs-to-change-and-this-is-how/.

Assessment:

As I further my research into the consulting field, I wanted to find out what strategy consulting was as well as any changes the particular career should be expecting in the future. My prior knowledge of the strategy consulting field was that it was one of the many aspects of the consulting field and that it was a big player for many businesses. So, the next article I read to expand my knowledge was *Management Consulting Salary (Comprehensive Guide for 2020)* by Victor Cheng.

For my previous research assessment, I did look at Cheng's article, but it was for the salary descriptions for the various degrees and years of experience. I originally skimmed over the different types of management consulting jobs he mentioned, so now I went through the details of the strategy consultant job. Cheng describes the role of a strategy consultant as one who "[provide] advice" to ensure that a business can "adapt

their general strategy towards growth” (Cheng). Strategy consultants also provide insight into “[penetrating] into a new market, [planning] for relocation, ... [launching a new product], pricing, [and differentiating in the market]” (Cheng). This career appeals to me because I can envision myself as a successful strategy consultant. The reason I believe I can be successful is because of my past experience.

As I delved deeper into strategy consulting, I found an article that discussed the possible changes coming to this career. The article that I read about this information was *Strategy Consulting Needs To Change And This Is How* by Jeroen Kraaijenbrink. Kraaijenbrink references *The Economist* about the information he discusses regarding the changes we as a society should be expecting from the strategy consulting field. He goes into detail about how strategy consulting has a “lack of relevance or wrong approach” in the modern-day business world (Kraaijenbrink). He continues on about how strategy consulting is “old-fashioned or incapable of doing anything concrete that really helps organizations,” which kind of undermines strategy consultants’ efforts in the past (Kraaijenbrink). The struggles for current strategy consultants is to keep up with the changes required by businesses, and there is a way to improve the need for strategy consulting as Kraaijenbrink explains. My mission is to make a difference in the business world - whether that be big or small - so the way I believe I can make a difference is by following the advice Kraaijenbrink states.

After going through problems strategy consultants are facing, He introduces a solution, a new consulting approach, the “Whole-Brain, Whole-Person Consulting” approach (Kraaijenbrink). This basically means that strategy consultants need to stop just being analytical when providing consulting services, and they need to start being more of themselves. This is probably one of the aspects that I did not anticipate as a part of a strategy consultant, but now that I know from the research, I can better prepare myself for what’s to come for me in the future.

As I eagerly await to begin working with my mentor, I will take note of how to better approach him in a way that displays the characteristics of a future strategy consultant.