

# Efficiency Expert

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Large firms and corporations are always looking to streamline their production processes, cut expenses and increase efficiency. It usually takes an objective outsider to spot the flaws in the way a company operates and suggest improvements. An efficiency expert is a mobile consultant, if you have a business degree and significant experience working for large firms this is your chance to become your own boss.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

As an efficiency expert you'll be marketing yourself as an experienced business expert who has the answers where others don't. This is not a job where you can gain experience by undercharging in the beginning, your resume will likely be under heavy scrutiny until you have a well established reputation. You'll need to have a business degree; a specific focus on business administration and management is helpful. To complement your qualification several years experience is also required. Having experience working for firms of similar size to those of your clients will be your biggest asset.

## The Start-Up

Once hired by a company you'll spend between two to four weeks at their offices. Your time will be spent monitoring their business processes and interviewing staff. You'll probably only spend a small portion of your work week working from home, so a mobile office is essential. You'll need a laptop, cell phone, laptop printer and general office stationary such as business cards, a letterhead and invoice template.

If you can afford it buy a cell phone with 3G capabilities along with a data contract, this will allow you connect to the internet and send emails from anywhere. A laptop, cell phone and mouse with Bluetooth will eliminate cable clutter and keep your workspace looking professional. Finally a laser pointer and projector is a great asset to give impressive final presentations. Mastering programs such as MS Power Point will also greatly aid your presentations.

## Making It Work

Approach each job with care, on one hand you'll need to be confident enough to land the job and inspire trust in the CEO. On the other hand you'll need to be subtle enough so as not to alienate the companies staff. Your presence at their office usually means there is plenty of room for improvement and they know that, so tread carefully.

## Marketing

Combine elements of on and offline marketing. Establish a website with a listing of your services, resume, client testimonials and free advice. If you write articles for the media on efficiency related matters add an articles section to your site, the more related content the better. If you're looking to establish a strong online presence, why not start a blog. The problem solving format of this industry makes for perfect blog material. To promote your services offline place advertisements in local business publications, the yellow pages and newspaper classifieds.

## Don't Forget

Companies may not always want to hear what you have to say, prepare yourself for this eventuality.

Using a contract to stipulate your terms of service will prevent any disputes should this situation arise.