

## Growing Consultancy Business

in a University or Research Institute

This course follows on from *Fundamentals of Consultancy in a University or Research Institute*. It is designed to provide those managing or working for established consultancy services (in academic organisations, public sector research or the NHS) with an understanding of the basic principles and need to grow the consultancy activity. The course will improve confidence and provide a framework of materials and contacts for tackling challenges. The course will also be of interest to industry professionals working at the interface with academia.

### COURSE CONTENT

Success in a consultancy setting requires a breadth and depth of knowledge and skills rarely found in other areas of business, as managing an active, growing and successful consultancy business within a non-commercial setting has particular challenges. This course develops those skills with a mix of presentation, discussion, group exercise and case study work to ensure that key learning can be applied on the job.

### COURSE OUTCOMES

This 3 day course will enable attendees to help their institutions to actively grow their consultancy activities. The course is designed to follow 'best practice' process in managing all aspects of consultancy:

- Finding potential opportunities through research and networking
- Understanding, assessing and evaluating opportunities
- Creative and pragmatic approaches to consultancy in a commercial setting
- Drafting, interpreting, assessing and negotiating consultancy contracts
- Understanding and operating within the different political cultures of academic and private sector
- Negotiation and relationship building to successful outcomes
- Internal and external marketing
- Improving operations
- Building networks

Trainers are leading practitioners in the field and bring to the course their own in depth experiences of the challenges faced working in a busy consultancy office.

To book your place on the next course, please visit [www.praxisunico.org.uk](http://www.praxisunico.org.uk) or email [info@praxisunico.org.uk](mailto:info@praxisunico.org.uk).

### REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS

Demonstrate your dedication and expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All PraxisUnico training courses are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at [www.attp.info](http://www.attp.info)