

Executive Summary

Our clients, Bob McCulloch at Strategic Directions Inc. and Lynn Bennett at Leadership Intelligence Inc. are management consulting and coaching professionals. Strategic Directions provides consulting services in developing and realizing strategic visions for companies with an emphasis on sustained growth in a changing environment. Leadership Intelligence Inc. focuses on coaching leadership and empowers them to implement change strategies. Through the collaboration of Strategic Directions Inc. and Leadership Intelligence Inc., our clients have worked on several projects together to offer consulting and coaching services to clients.

Bob McCulloch and Lynn Bennett have developed a close-knit community of consulting and coaching professionals with complementary skills to deliver projects to clients. They have identified the need for creation of a virtual network of consulting and coaching professionals to facilitate and expedite project team formation and delivery. Through interviewing the clients, we have identified three main gaps: the need for developing a virtual community of 15-18 professionals, developing a workflow to facilitate project team formation, and identification of current and potential revenue sharing models. We have been tasked with developing a strategy to implementation of this virtual consulting community, researching and analyzing current compensation models in the industry, and proposing a workflow for team formation.

In order to address the first and second gaps, we have identified key characteristics of the community. The community membership is on an invitation-only basis. Specific professional designations (e.g. CMC, CEC, etc.) and skills required for consultants and coaches to join the community have been identified. Our team has proposed a membership profile, member roster, and member skills tracker to help expedite the screening process and project mobilization. Additionally, a workflow for team formation has been proposed. In order to address the 3rd gap, we have interviewed our clients to understand their existing revenue sharing model. Our research in several industries with revenue sharing models including the codeshare airline, medical practice, law and consulting practices, and sales environments has led us to an alternative revenue sharing model. The proposed model incentivizes the project's "seller" and allows each participant to accurately include their costs in the project.