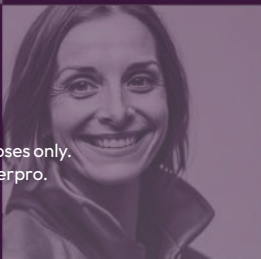
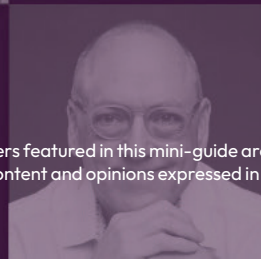
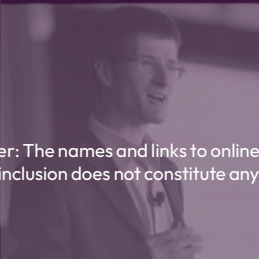
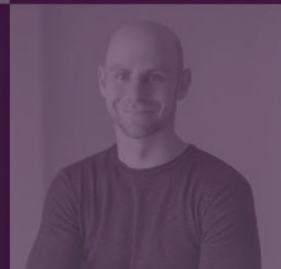
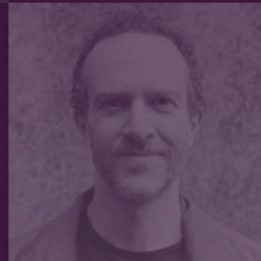
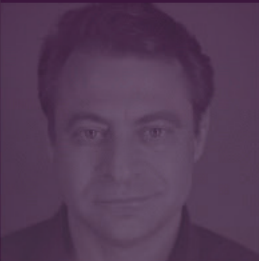


pointerpro

10 daily sources for consulting success

Let these thought-leaders point
you in the right direction



Disclaimer: The names and links to online content regarding thought leaders featured in this mini-guide are provided for informational purposes only. Their inclusion does not constitute any endorsement or affiliation. All content and opinions expressed in this guide are solely those of Pointerpro.



Source: LinkedIn

David C. Baker

#positioning #acquisition #expertiseconsulting

Who

David C. Baker is a highly regarded advisor, author and speaker on driving, reinventing, and selling firms. He is convinced that firms generally don't fail because of their work quality, but rather because of the way they position themselves, structure their internal roles and analyze their own performance.

Top sources to discover!



[David C. Baker's podcast \(w/ Blair Enns\)](#)



[David C. Baker's blog articles](#)



Book: *The Business of expertise* (2017)



[David C. Baker's LinkedIn Profile](#)

Why follow

David's insights come in a different formats (articles, podcast appearances, books, webinars/seminars) and cover topics that are directly relevant to consultancy firm owners.

His articles are concise but cover different layers on which a firm's success is built: positioning, marketing, processes, client relationships. And they are fun to read! Plus they generally come with enjoyable illustrations.

Our favorite quote!

"If you carve out an expertise business that fits who you are, takes advantage of your strengths, and minimizes your weaknesses, it's more sustainable."



Maintaining the expert position... after the sale

(Podcast episode)

In his podcast episode, in conversation with Blair Enns, David provides 7 strategies for agencies to maintain the leadership role in client engagements, in the long term. One of them comes down to the importance of gathering data about your client using assessments. We couldn't agree more.

→ [Check it out](#)



Source: duarte.com

Nancy Duarte

#storytelling #presentation #communication



Who

Nancy Duarte is a prominent communication expert and best-selling author that specializes in presentation development and storytelling. She is widely recognized for her work in helping individuals and organizations improve their communication skills.

Top sources to discover!



[Diverse resources on her company website](#)



[Blog articles by Nancy and her co-workers](#)



Book: Resonate (2010)

Why follow

Nancy Duarte knows exactly which levers to pull in order to engage an audience.

Her insights and advice help brand and marketing professionals to tell better stories and help sales professionals communicate with a greater understanding of their prospects, and therefore with more success.

Our favorite quote!

“Ideas are not really alive if they are confined to only one person’s mind.”



Recommended piece

Four storytelling techniques to bring your data to life

(MIT SMR Blog article)

In this intelligent article, Nancy points out that behind the numbers are people who generate the data and understanding their perspectives is crucial. Enter storytelling to humanize the data. A massively useful read for consultants who rely a lot on numbers when advising their clients.

→ [Check it out](#)



Source: LinkedIn

Michael Bungay Stanier

#coaching #leadership #goalsetting



Who

Michael Bungay Stanier is recognized as one of the top thought leaders on coaching in the world. He's an author and speaker, with a focus on coaching and management techniques. His training company, Box of Crayons, helps organizations transform their culture and develop effective coaching skills among their leaders.

Top sources to discover!



[Michael Bungay Stanier's newsletter](#)



Book: *The coaching habit* (2021)



[Michael Bungay Stanier's LinkedIn profile](#)

Why follow

Michael Bungay Stanier is esteemed and well-liked for his easy-to-implement techniques and engaging writing style.

Not in spite of his sense of humor, his insights resonate strongly with seasoned professionals in leadership positions, but just as well with less experienced ones that start out in the coaching and consulting business.

Our favorite quote!

“Stop offering advice with a question mark attached. That doesn't count as asking a question.”



How to tame your advice monster

(TEDx Talk)

In much of his work, Michael insists that as leaders and consultants, we naturally tend to offer advice too quickly, often without fully understanding the problem or context. He calls it “the advice monster”. In this whimsical TEDx talk, he tells you more about it is, and how you can start to tame it.

→ [Check it out](#)



Source: LinkedIn

Adam Grant

#creativity #collaboration #leadership



Who

Adam Grant, a renowned organizational psychologist, stands as a prominent thought leader in the business world. His extensive background in studying work motivation, leadership, and organizational culture has solidified his reputation as a trusted expert in the field of consulting.

Top sources to discover!



[Adam Grant's LinkedIn profile](#)



[WorkLife with Adam Grant podcast](#)



[Re:Thinking with Adam Grant podcast](#)



Book: Think Again (2021)

Why follow

Adam Grant's experience consulting for organizations, research-backed insights and engaging storytelling make him an essential resource for consultants. His writing generally explores collaboration, creativity, and innovation in organizations.

Following Adam Grant provides you with practical strategies to enhance consulting practices, fostering meaningful connections and driving better individual and team performance.

Our favorite quote!

“The greatest originals are the ones who fail the most because they’re the ones who try the most.”



Recommended piece

How to pitch your best ideas

(WorkLife with Adam Grant podcast episode)

In this podcast episode Adam Grant engages in conversation with, Jessica Holton, an entrepreneur who emailed him a while ago to see if he'd be interested to join the partner network of her start-up.

Adam was put off by the way Jessica presented things. Instead of simply turning her down, he reached out to discuss her pitch approach, and point out some important myths and facts.

→ [Check it out](#)



Source: amycedmondson.com

Amy C. Edmondson

#workculture #teamwork #innovation



Who

Amy C. Edmondson, a renowned professor at Harvard Business School, is a leading expert in organizational behavior and management. Her focus on psychological safety and teamwork has made her a trusted authority on fostering collaborative, innovative environments.

Top sources to discover!



[Amy C. Edmondson's LinkedIn profile](#)



[Amy C. Edmondson's blog](#)



Book: *Teaming* (2012)

Why follow

Amy C. Edmondson's insights on psychological safety are invaluable for consultants. By following her, consultants gain practical strategies to enhance team dynamics, promote a culture of innovation, and create psychologically safe spaces within organizations.

Edmondson's guidance empowers you to drive transformative change and support organizations in reaching their full potential.

Our favorite quote!

"The good teams don't make more mistakes; they report more."



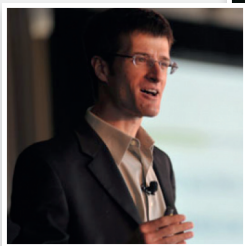
Recommended piece

How to lead when you're not the boss

(Psychology Today blog article)

In this thoughtful article Amy encourages all readers to take the lead in shaping positive work climates. She makes the interesting and recognizable analogy with a dinner party at a friend's house, where everyone's views are welcomed and respected, leading to a sense of well-being and open communication.

→ [Check it out](#)



Source: heathbrothers.com

Dan & Chip Heath

#change #presentation #decisionmaking

Who

The Heath brothers, Dan Heath and Chip Heath, are influential authors and speakers specializing in decision-making, change, and innovation. Their co-authored best-selling books include “Made to Stick,” “Switch,” and “The Power of Moments.” Known for their engaging storytelling and practical insights, the Heath brothers have become trusted thought leaders, inspiring positive change and impactful decision-making.

Top sources to discover!



[Diverse resources on their website](#)



Book: Upstream (2020)



Book: Made to stick (2007)

Why follow

Dan and Chip Heath, provide fresh perspectives on decision-making, change management, and creating memorable experiences.

Their practical frameworks and captivating stories help consultants and their clients make ideas stick and navigate change effectively. Reading into the Heath brothers, will help you better understand human behavior and get you actionable advice to sharpen up your consulting approaches.

Our favorite quote!

“What looks like resistance is often a lack of clarity.”



Recommended piece

Making your presentation stick

(PDF article)

This hands-on three pager dives into five key rules - unrelated to visual design - to make your presentations more attractive. What makes the piece so compelling is the realization that even though the guidelines make 100% sense, we all gravitate to less optimal practices.

→ [Check it out](#)



Source: LinkedIn

Karla Starr

#communication #success #creativity

Who

Karla Starr, a respected author and researcher, specializes in exploring the intersection of psychology, neuroscience, and self-improvement. Her work delves into the practical applications of scientific insights, providing valuable guidance for communication, personal growth and well-being.

Top sources to discover!



[Karla Starr's blog](#)



Book: Making numbers count (2020)



[Karla Starr's LinkedIn profile](#)

Why follow

Among many other things, Karla Starr is passionate about what she sees as “the art of number translation”. Her combined clarity and creativity will get you to love working with numbers - or at the very least start enjoying it. Whether you're an aspiring data analyst or finance manager, a marketer or a business owner.

She's also a gifted writer with thought-provoking things to say about productivity success, happiness and inclusivity.

Our favorite quote!

“Embrace the discomfort of growth. True progress lies just beyond your comfort zone.”



The intelligence of simplicity

(Blog article)

A long title, a short read. But a very useful one indeed. Karla Starr realizes that numbers are often a barrier. One that needs to be translated into simple language to get people on the same wavelength - like clients that don't have the same professional expertise as you. The article's message boils down to this: make your audience feel like a genius, by simplifying your message.

→ [Check it out](#)



Source: LinkedIn

Jason Fried

#entrepreneurship #productivity #marketing



Who

Jason Fried is a well-known entrepreneur and co-founder of 37signals, the company behind the popular project management and collaboration software, Basecamp and the email platform HEY. He's a successful author and listened to speaker about business and productivity.

Top sources to discover!



[Jason Fried's blog](#)



[The REWORK podcast](#)



[Jason Fried's LinkedIn profile](#)

Why follow

As a SaaS company ourselves, we're always keen to hear Jason Fried's take on how to work efficiently on product and user experience improvements.

But his opinions on entrepreneurship and productivity in general are refreshing to anyone who's looking for fresh ideas to make their business work.

Our favorite quote!

“Everyone's looking for an angle. The best one is 0 degrees — just be straightforward.”



Recommended piece

Advice expires

(Blog article)

This very short piece may actually be helpful for you to decide which of the ten thought-leaders in this mini-guide you'll actually end up following. Because of the online proliferation of advice, Jason suggests how to filter advice and where to seek it. It's also useful to take his insights into account if you're a consultant or coach - especially one that's active online - yourself.

→ [Check it out](#)



Source: LinkedIn

Alan Weiss

#entrepreneurship #publishing #marketing

Who

Alan Weiss is widely recognized as one of the foremost experts on consulting. He is also a somewhat polarizing figure in the industry, often referred to as “The Million Dollar Consultant” or “the rock star of consulting.” His success and deep expertise about consulting and marketing a consultancy is beyond dispute.

Why follow

Alan Weiss is an incredibly experienced consultant that offers essential but also contrarian ideas readings for aspiring consultants and business professionals.

He shares his insights and experiences on various platforms: articles, books, audio-books, seminars/webinars etc. Thanks to his experience he has many useful things to say about various topics, relevant to any consultant or professional service provider trying to grow.

Top sources to discover!



[Alan Weiss' blog](#)



[The Uncomfortable Truth podcast](#)



Book: Million Dollar Consulting (1992)



[Alan Weiss' LinkedIn profile](#)

Our favorite quote!

“The key is to minimize labor while maximizing fees.”



Recommended piece

Confessions of a million dollar consultant

(The Recognized Authority podcast episode)

This great podcast conversation concisely covers Alan's background and overall vision on how to become successful in the consulting industry.

→ [Check it out](#)



Source: LinkedIn

Peter H. Diamandis

#innovation #entrepreneurship #technology



Who

Peter H. Diamandis is a renowned futurist, known for his ventures in the entrepreneurial and educational realm. He is known to be an fervent tech and innovation optimist. He inspires organizations and leaders to adopt a transformative mindset and use exponential technologies and become an “ExO” or “exponential organization.”

Top sources to discover!



[Peter H. Diamandis' blog](#)



[Moonshots And Mindsets podcast](#)



Book: [The future is faster than you think](#)



[Peter H. Diamandis' LinkedIn profile](#)

Why follow

Peter Diamandis has been passionately focused on the transformation of the world around us since a long time.

He is a helpful voice for entrepreneurs and company leaders in many fields to embrace experimentation and digitalization, particularly in times of emerging AI. His wisdom is accessible via different formats: from deeply thoughtful books, to concise blog articles and podcast appearances.

Our favorite quote!

“The best way to become a billionaire is to help a billion people.”



Why transitioning from linear to exponential is crucial

(Podcast episode)

This podcast episode is a conversation with Salim Ismail, writer of the book “Exponential Organizations” in which he coined the concept of ExO. Peter and Salim exchange about the importance for businesses to try to scale at the same rate as technology.

→ [Check it out](#)

Stay in touch!

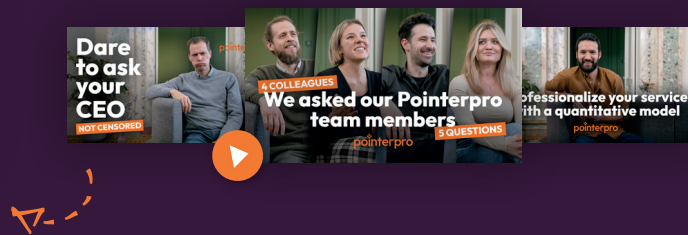
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