



CERTIFIED BUSINESS CONSULTANT

CERTIFIED BUSINESS CONSULTANT (CBC)

STUDY GUIDE

Sponsored by:



Accredited Certification Institute (ACI)

TABLE OF CONTENTS:

Please use this guide to assist in preparation for your Certified Business Consultant (CBC) Certification examination.

The contents of this study guide are as follows:

- I.** An Overview of Accredited Certification Institute
- II.** Certified Business Consultant (CBC) Program Details and Timeline
- III.** Required Readings
- IV.** Certified Business Consultant (CBC) Exam Preparation
 - 1. Exam Composition
 - 2. Terms and Concepts to know
 - 3. Sample Questions
- V.** Frequently Asked Questions

I. Accredited Certification Institute:

Accredited Certification Institute is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute is comprised of industry experts in niches including marketing, project management, sales, consulting, public relations, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

Accredited Certification Institute has provided practical industry-specific certification to over 20,000 students from the United States, Europe, and more than 75 other countries around the world.

Accredited Certification Institute's Mission: To provide professionals with high value business training programs and certifications that provide function knowledge on very specific business topics that are functional and immediately beneficial.

Accredited Certification Institute helps you to:

- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 5 months from anywhere in the world.
- Flexible to work with your current work schedule and academic constraints. You can complete one of our programs in as little as a single month or over a period of time; the choice is yours.

MASTER'S CERTIFICATE PROGRAMS: We offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website:
<https://Certification.com/Masters>

II. CBC DETAILS AND TIMELINE:

PROGRAM DETAILS:

The **Certified Business Consultant (CBC)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CBC Program is a self-study program that once you join will give you access to 35 educational video modules, 8 expert audio interviews, required readings list, a study guide, a practice examination followed by a flexible online examination process, accessible all around the world. All materials can be referenced here in the Study Guide or with the CBC Syllabus.

The experts interviewed for this business consultant certification include:



Jerry Weinberg: Jerry is a teacher, author, and researcher on business consulting.

Jerry is a 50-year veteran in this industry and we are honored to have him complete this recorded audio interview with us.



Malko Ebers: is the CEO of New York Business Consultants and on the Board of the New York City Peace Museum. His firm provides consulting for small and mid-sized companies which need help identifying new business opportunities, strategic planning, hiring the right people, and allocating the correct resources in order to

grow. Malko also helps clients with international business development as well.



Andrew Miller: is President of ACM Consulting, Inc. who is known as "The Procurement Guru." Andrew works with both public and private sector businesses in generating operational and financial improvements. He helps clients move faster and more efficiently and in this interview he shares some of the best practices that he has learned along the way. This audio recording was originally produced for another training program but since Andrew works as a consultant this can provide you with a good example of how one consultant is running their business.



Terri Levine: Terri is a business mentor, coach, and consultant. She focuses on working with small business consulting clients which range from startups to larger companies who are looking for new business and executive coaching/consulting help.

She has both corporate and business ownership experience, and she helps her clients with business management, personal, and organizational challenges and she has a Ph.D. in organizational behavior.



Steve Wintner: is owner and founder of Management Consulting Services (MSC). He has over 6 decades of experience as an executive at two architecture firms and owned his own firm in the industry.

He is now focused on providing management consulting services clients in the U.S.

Dave Turkin: Dave is President of Accessible Business Consultants, which is a boutique business consulting firm which serves small to medium sized businesses with expertise in one-on-one consulting.



Bruce Katcher: Bruce is President of Discovery Consulting Group and author of the book shown here to the left, the Insider's Guide to Building a Successful Consulting Practice.

Bruce has a PhD in Organizational Psychology and he has a background in teaching, consulting on employee opinion surveys and organizational behavior, and teaching others how to build their own consulting firms.

Eli David: Eli is a CPA, economist, and MBA graduate with extensive experience in business analysis, business planning, and consulting. Eli is a former auditor at a top accounting firm KPMG, and has also done consulting for BDO Consultants. Eli owns a consulting business and does work with startups and medium size business clients in several areas.



Certified Business Consultant (CBC) Video Modules

1. Top 4 Business Consultant Mistakes
2. The Verne Harnish Method of Positioning Your Consulting Firm
3. Leveraging Long Tail Keywords & SEO in Business Consulting
4. Leveraging Ken Wilber's Development Strategies for Consultants
5. Leveraging Interns For Your Consulting Business

6. Key Technologies and Software To Use in Business Consulting
7. In the Land of the Blind
8. Implementing Automated E-mail Follow Up Systems
9. How to Write an Industry Leading White Paper
10. How to Start Your Own Consulting Practice From Scratch
11. How to Manage Your Consulting Work Schedule Efficiently
12. How to Make More Money As a Business Consultant
13. How to Lock-In Long-Term Recurring Consulting Clients
14. How to Grow a Global Business Consulting Firm
15. How to Gain Speaking Engagements as a Business Consultant
16. How to Complete Request For Proposals (RFPs)
17. How to Create Powerful Webinars To Grow Your Consulting Business
18. How to Create New Products and Service Lines in Your Consulting Business
19. How to Automate Your Consulting Firm
20. How to Conduct Powerful Seminars to Grow Your Consulting Firm
21. How to Know What to Charge Your Clients
22. How to Attract Valuable Talent to Your Consulting Team
23. Growth and Future of the Business Consulting Industry
24. Using Ghostwriters to Grow Your Consulting Firm
25. Addicting Your Consulting Clients to Your Offering
26. Diversifying Your Consulting Business
27. Creating Your Consulting Client Avatar
28. Client Reporting for Consultants
29. The Angels & Demons Approach to Converting Consulting Clients
30. Leveraging the Power of Authority in Business Consulting
31. How to Get a Business Consulting Internship
32. Applying the Power of the Liking Principle in Business Consulting
33. Leveraging the Power of Social Proof in Business Consulting
34. Leveraging the Power of Commitment in Consulting
35. Leveraging the Power of Reciprocation in Consulting
36. Ways to Save Money While Operating a Business Consulting Firm
37. The Business Consulting Process

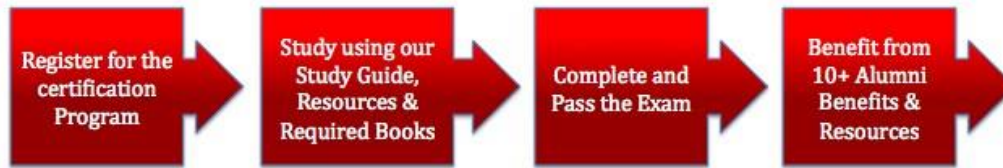
The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CBC certification prepares individuals for successful, real-world application.

The Certified Business Consultant (CBC) program is offered by Accredited Certification Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CBC Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule.

Accredited Certification Institute exams are administered 100% online.

LEARNING OBJECTIVES OF THE CBC:

1. Core Business Consulting Fundamentals & Best Practices
2. Fundamentals of Structuring Consulting Assignments
3. Consulting Delivery Models, Client Retention, Service Line Management & Branding
4. Ethical Considerations and Guidelines

BENEFITS OF THE CBC:

- Add the Certified Business Consultant (CBC) to your resume, business cards, client proposals, and consulting firm's website showing clients that you have invested in your own education and use of best practices within your delivery to them
- Speak the business language - Earning the Certified Business Consultant (CBC) Designation assures that you can attend conferences, interviews and other networking events while being able to contribute to conversations and understand discussions about current events or trends within the consulting industry. Our program will help you to understand the terms and implement the tactics and tools of leading business consulting professionals
- Advance your business or career by raising your level of business consulting knowledge and increase your ability to work quickly and effectively.
- Exclusive Access to tools and multimedia training resources found online within the Certified Business Consultant (CBC) Program
- Gain valuable insight into business consulting delivery models, best practices processes, client management techniques and methods you can implement starting today without the need of a costly seminar or conference

III. Required Readings:

- 1) Flawless Consulting: A Guide to Getting Your Expertise Used 3rd Edition by Peter Block ISBN-13: 098-0470620748
- 2) The McKinsey Engagement: A Powerful Toolkit For More Efficient & Effective Team Problem Solving by Paul N. Friga, PH.D. ISBN# 978-0-07-149741-1

IV. CBC Exam Preparation

1) **Exam Composition:**

There are a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 1 point each. Please see below for the composition and distribution of the points in-depth.

<u>Topics and Weights</u>	
The McKinsey Engagement	25 Multiple Choice Questions
Flawless Consulting	35 Multiple Choice Questions
Business Training.com Video Modules	20 Multiple Choice Questions

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings and watched the video modules 2 hours is typically more than enough time to answer all of the questions.

2) **Terms and Concepts to Know:**

Below, please find the terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings and videos rather than a dictionary. You will be tested on the definitions that authors have provided.

- Five Phases of Consulting Projects
- Being Authentic
- Triangular and Rectangular Contracting
- Consulting
- Contracting
- Line Managers
- Internal Consultants
- External Consultants
- Consulting Contracts
- Feedback Meetings
- Consulting Ethics
- Mutual Consent
- Valid Consideration
- Confidentiality
- Contracting Meeting
- Social contracts
- Good Faith
- Funneling data
- Talk
- Evaluate
- Assist
- Organize
- Frame
- Collect
- Understand
- Synthesize

- Story Telling
- What is efficiency? (Consulting Definition)
- What is effectiveness? (Consulting Definition)
- Issue Trees
- Hypotheses
- Deliverables
- Personal Growth Objective
- Ownership
- Accountability
- Myers-Briggs Type Indicator (MBTI)
- DISC: Dominance, influence, steadiness, and compliance
- Big Five: openness, conscientiousness, extraversion, agreeableness, and neuroticism (OCEAN)
- Strengths Finder
- Waterfall Charts
- Era Charts
- Flowcharts
- Gantt Charts
- Primary Data
- Secondary Data
- Buy-In

3) **Sample Questions:** (Answers below.)

1) *The #1 question that Paul Friga suggests your team should be asking yourselves over and over while trying to pull meaning from data is?*

- A) Why did this happen?
- B) So what?
- C) What is the root cause?
- D) What does this mean to the client?

2) *Which of the following is not one of the Big Five or OCEAN personality profiling components?*

- A) Openness
- B) Extraversion
- C) Efficiency
- D) Agreeableness

3) *While it is important to keep team members on your consulting project motivated you should focus 95%+ of your energy on the clients direct needs and immediate challenges and not on personal self development or growth objectives.*

- A) True
- B) False
- C) Most organizations and people stop at good because that is enough; there is not much pressure many times to become truly great, so many never reach that level.
- D) He is referring to how good companies often beat out companies who are great.

4) *Funneling Data means:*

- A) Getting data directly from your web analytics or IT department
- B) Requires the construction of consulting procedures which if followed by your team should produce consistent high quality data for the client.
- C) Finding consistent sources of data that can be funneled using technology and automated systems
- D) Reducing data to a manageable number of items so feedback provided to clients is practical and actionable.

5) *While paying attention to client's feelings may sound nice, consultants get paid to bring results and implementation plans so Peter Block would suggest spending at least 90% of your energy on the tangible deliverables you have been hired to produce for your client.*

- A) True
- B) False

6) According to Peter Block's guide to navigating contracting meetings, the first step is:

- A) Personal Acknowledgement
- B) Research
- C) Define consultant wants and offers
- D) Communicate understanding of the problem

Answers:

- 1) B
- 2) C
- 3) B
- 4) D
- 5) B
- 6) A

FAQ (Frequently Asked Questions)

Have more questions or need more information? Please see our constantly updated FAQ (Frequently Asked Questions) section on the Business Training Institute website here at Certification.com/FAQ

You can also get in touch with Accredited Certification Institute team over email at Support@Certification.com, by phone at (305)503-9050, and through our Click and Chat tool, accessible from our homepage: <https://Certification.com>

To learn more about the Master's Certificates and how to earn one, please see our website:

<https://Certification.com/Masters>

For more information and to register for this self-paced business consultant training and certification program, please visit our website at:

<https://Certification.com/Courses/Consultant>

Thanks for joining Accredited Certification Institute. Please let us know if you have any questions.



Accredited Certification Institute (ACI)

Accredited Certification Institute Team

Accredited Certification Institute
11445 E Via Linda Suite 2-623
Scottsdale, AZ 85259

