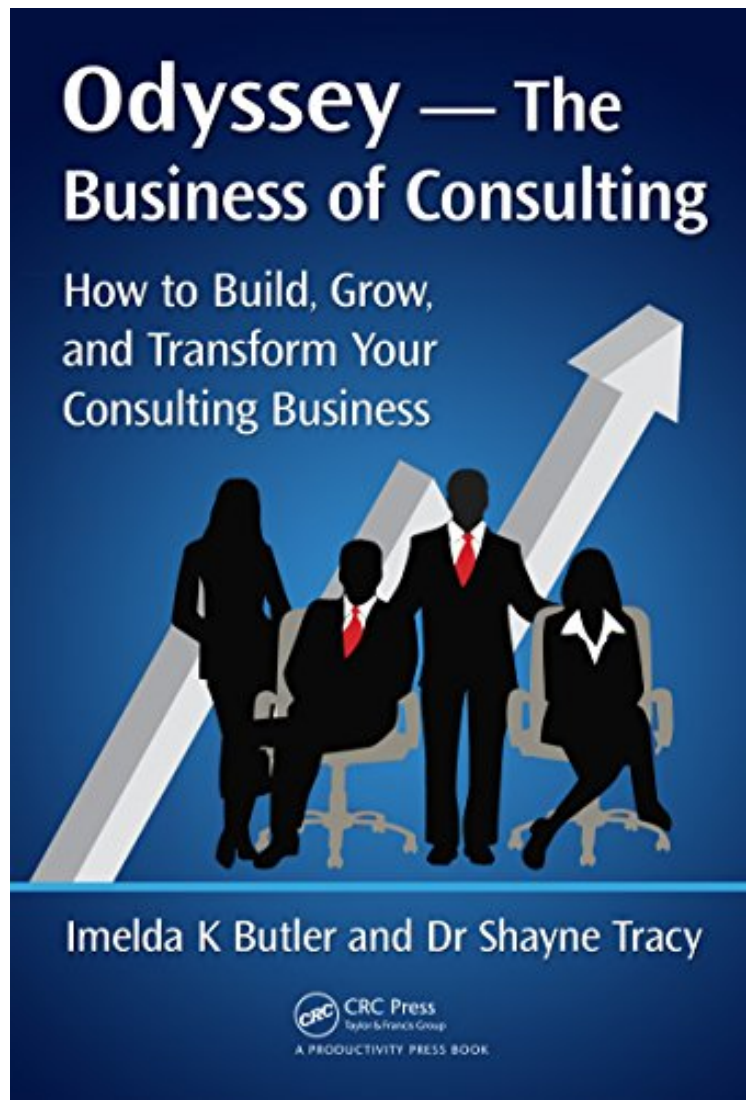


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Odyssey --The Business of Consulting: How to Build, Grow, and Transform Your Consulting Business

Imelda K. Butler, Shayne Tracy
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Imelda K. Butler, Shayne Tracy : Odyssey --The Business of Consulting: How to Build, Grow, and Transform Your Consulting Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Odyssey --The Business of Consulting: How to Build, Grow, and Transform Your Consulting Business:

1 of 1 people found the following review helpful. Remarkable Treasure ChestBy Jeffrey RingAs someone new to consulting, I find this book to be a remarkable treasure chest of wisdom and practicality. The small investment in this

eminently readable and clear-cut book has already yielded powerful benefits in my confidence, communication with clients, and my orientation toward professional success. The clearly described and well-thought out business development model they explain will be my roadmap to success. The authors are to be applauded for sharing their many years of profoundly thoughtful experience with the rest of us :-)

0 of 0 people found the following review helpful. I am finally doing what I love doing most and being rewarded handsomely for this work

By Whit Mitchell
I was in the coaching and consulting business for over 20 years when I first met Imelda and John Butler. They introduced me to "Odyssey-The Business of Consulting". My life and business have changed dramatically. I am working with the "right" clients and delivering exceptional results that are impacting organizations at a high level. My one day or one month consulting/coaching projects have turned into 12-18 month cultural change initiatives. I am finally doing what I love doing most and being rewarded handsomely for this work. It would not have been possible without the structure and knowledge you can receive from this powerful book! Thank you John and Imelda.

0 of 0 people found the following review helpful. ... consultant who wants to run a successful business and enjoy professional partnership with great

By Imelda K. Butler
This is the total guide for the professional consultant who wants to run a successful business and enjoy professional partnership with great clients

This book provides consultants with a career framework to build, grow, and transform their consulting businesses by becoming brilliant at the basics. The Odyssey process challenges current thinking and offers a methodology to help readers rise to the top of the profession by applying leading-edge techniques and methodologies. An ideal companion to the Odyssey Consulting Institute's suite of learning materials, this book details a proven system designed for consultants who want to work at the highest levels and achieve greater rewards. The consultant's growth path outlined in the book demonstrates how a successful consultant builds a sustainable career by working through the Odyssey process. Explaining what consultants must do to join the top 10 percent of the profession and be rewarded accordingly, this book delivers both the tools and the confidence to develop powerful relationships with the right people and drive greater value-based revenue.

What business leaders and leading-edge consultants have to say about Odyssey — The Business of Consulting: How to Build, Grow, and Transform Your Consulting Business: Odyssey is a proven pathway to assisting professional consultants to make a greater impact with their clients. It's all about a mindset that applies proven solutions to organizational problems.

Bill J. Bonnstetter, Chairman, Target Training International, Ltd. Odyssey is undoubtedly the best journey one can take to achieve personal and consulting success, and truly supports building a premier consulting business. Simply put, the Odyssey process works.

Dave Bonnstetter, CEO, TTI Success Insights International
Odyssey is a value-based system that goes beyond transactional business dealings. The Odyssey Arrow helped me design and connect my consulting business to who I am, while helping me master the fundamentals of entrepreneurship. I am delighted to see that the Odyssey teachings are now in a book so that others can learn from this approach and apply it in building their businesses. Whether you are just starting out or if you're ready to take your business to the next level, this book is for you.

Dr. Jean Ann Larson, Founder and Managing Partner of Jean Ann Larson Associates
I travelled to Dublin, Ireland in 2006 to learn about the business of consulting from two of the best: John and Imelda Butler. What I learned has made all the difference in how I serve our clients and am rewarded. Now Imelda has captured this material in a book. It is a gold mine of wisdom, direction and inspiration. Every member of our team will have this on their desk and we will return to it over and over again.

Ron Price, Price Associates TTI Success Insights China.
This book is more than a "how-to" guide. It masterfully and deliberately describes, in exacting detail, the four levels of consulting and the continuum of growth necessary to transform your consulting mindset and deliver insightful knowledge that your clients expect from you.

Odyssey is a must-read for anyone who desires the foundation of insight necessary to build a sustainable consulting practice now and into the future.

Brent Patmos CPHDA, Founder and President, Perpetual Development Inc.... a must-read for any consultant. Odyssey is the roadmap to consulting success that embodies integrity and a disciplined approach to creating trustworthy, value-based client relationships.

Dr. Donald Carmont HRXL Associates
About the Author
Imelda Butler is the founder and chairperson for Odyssey Transformation Strategies and Odyssey Consulting Institute. She is the co-creator of the Odyssey concepts and methodologies which works with consultants worldwide in helping them master the business of consulting.

Dr. Shayne Tracy is currently director of Odyssey Consulting Institute and is a Master Practitioner and Certified Master Coach with more than 25 years of experience in adding value to organizations through strategic organization development in performance, talent assessment, and management business restructuring.