



Service Provider Attributes

What should I look for in a consultant?

Consider the following when looking for a consultant:

1. Experience & Qualifications

- Relevant experience assessing where organizations are digitally, identifying where there is room to grow digitally and creating digital strategic plans for a way forward
- Expertise in strategic planning, particularly in the area of digital
- Knowledge working with organizations that may have something in common with yours (e.g. similar size, similar sector, similar values)

2. Approach

- The consultant's approach to the work including:
 - What is their plan to complete the work?
 - When will the work be complete?
 - How will they engage you throughout the process?

3. Working Style

- A collaborative approach to the work – one that includes you throughout the process
- Open and honest communication about their plan and how they will engage you
- Responsive to your needs throughout your work together.

Your voice is important! You know your organization better than any consultant. Plan to be an active contributor in the project for the most impact.

What are the benefits?

By hiring a consultant, you can:

- Get knowledge and insights from someone who has expertise in digital
- Get support in identifying where you might make investments in digital
- Get advice on what digital goals will best support your organization's priorities

How do I find a consultant?

There are a number of ways to find a consultant. A few suggestions:

- **Ask your colleagues, friends, and networks.** Do they have experience working with a consultant or consulting firm? Can they recommend one? Don't be afraid to go outside your region or province for support.
- **Do a little research.** Search online or check out LinkedIn. Consider keywords like: 'digital strategy' and 'digital transformation' when you do your online search. Are there any consultants or consulting firms that seem to have the right experience? Put them on your short list.
- **Check their qualifications and ask for references.** This will help you to determine if they are right for you. What work have they done before? How satisfied are previous clients?

Don't Forget:

- Consultants can have all types of experiences that might help you – ask them about it!
- Consultants don't need to be located near you. They often travel to their clients and can work remotely with you through email and phone channels. Ask them about the options!
- Remember that you are in the driver seat! If you are not happy with what's happening, you have the power to change it.

How should I prepare to meet with a consultant?

What questions should I ask a consultant?

- What are your qualifications for this work?
- Do you have experience with organizations like ours?
- How would you describe your approach to working with clients?
- Can you provide me with client references?
- When are you available to start this work?
- Do you work on your own or as part of a team?
- Could you provide me with a project plan for this work?
- What is your fee?

You don't need much to get started!

A good consultant will help you along the way.

You should feel like **you are the client.**

You should feel like you are an active participant in the process.

What might they ask me? What information do I need?

- What are your goals for this?
- What is your timeline and your budget?
- Do you have time to work through this with me/us?
- Do you have any documents that could give me more information? (e.g., strategic plan)

Please note: The information in this document should be used as a guide only. It is for illustrative purposes only.