

What are the Key Benefits to Hiring a Small Business Strategic Consultant?

There comes a time in the growth and evolution of every business when some key



decisions must be made about how to push the company forward. You may have built a solid foundation and framework for your business and now it is time to streamline your processes or consider hiring C-Level executives. Or perhaps you are in the process of expanding and would benefit from the expertise of someone who has already blazed the path before you.

[Strategic planning](#) in your business is a vital component to that growth moving forward but oftentimes your internal team is a little too close to the process to have valuable perspective that can make or break your business.

That may be the perfect opportunity to contract with a strategic consultant for your small business to bring that much-needed outside perspective to help you set and achieve new goals.

Strategy consultants are experts that specialize in assisting companies to discover their most pressing questions. Strategic consultants typically work closely with the management and executive team to evaluate the current status of the business and its marketplace to develop strategies for growth, set workable goals and strategies for their attainment, and then streamline your systems to accommodate that growth and the changes that come along with it.

Here are just a few of the roles and benefits that an expert strategic consultant can provide you as you contemplate making key decisions moving forward in your business:

- **A clear and unbiased perspective** – The investment in a strategy consultant is an important decision for your growing business. The last thing you need in the role of strategic consultant at your company is another “yes man” who simply nods his or her

head in agreement with the ideas that have already been laid out on the table. Originality, creativity and an “out-of-the-box” point of view may be just what is needed to create the right solutions.

- **Contributing fresh, new ideas** – A solid strategic consultant should have the ability to bring a new perspective and generate new ideas that you haven’t already been considering for your small business. Their specialty and expertise should contribute dynamic new approaches to what you’ve already laid out on the drawing board.
- **Diplomatic, but provocative approach** – While you certainly don’t want to create conflict in your organization, the ability to ask the challenging question and provide a little “tough love” will be a key benefit that your strategy consultant can offer you. A good strategy consultant can provide leadership and manage even the most challenging personalities by creating a spirit of cooperation and mutual respect.
- **Results-oriented focus** – The key role of a strategic consultant is to help you get results that you aren’t likely to get without the outside help. Good strategy consultants have a clear view of their own role in your company, including how long they will need to be involved, how to set the right goals and milestones for progress and the specific results that will equate to a successful outcome on your project.

How you choose a small business strategy consultant is going to depend on your specific type of company or industry and targeting those consultants who specialize in your area. Hiring a strategic consultant is an important decision so you’ll need to [look at the process in much the same way you would hiring a key employee](#). Look at their background, areas of expertise, history with other clients and ability to interact with your team.

Working with the right strategy consultant can pay off in huge rewards by paving a path for growth and success for your company that you would otherwise not achieve without that clear, focused outside perspective.