

Pivot to Prosper

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THE AUSTRALIAN

Consultant's Guide

Setting up and running your own
consulting business profitably and painlessly

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THE MASTERY SERIES

**consulting
mastery**

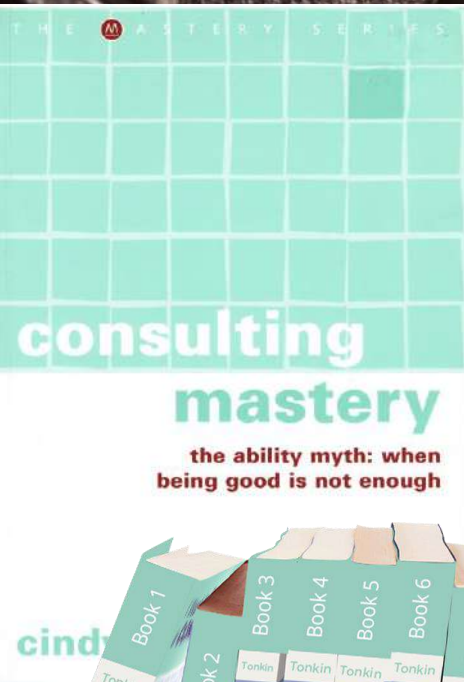
the ability myth: when
being good is not enough

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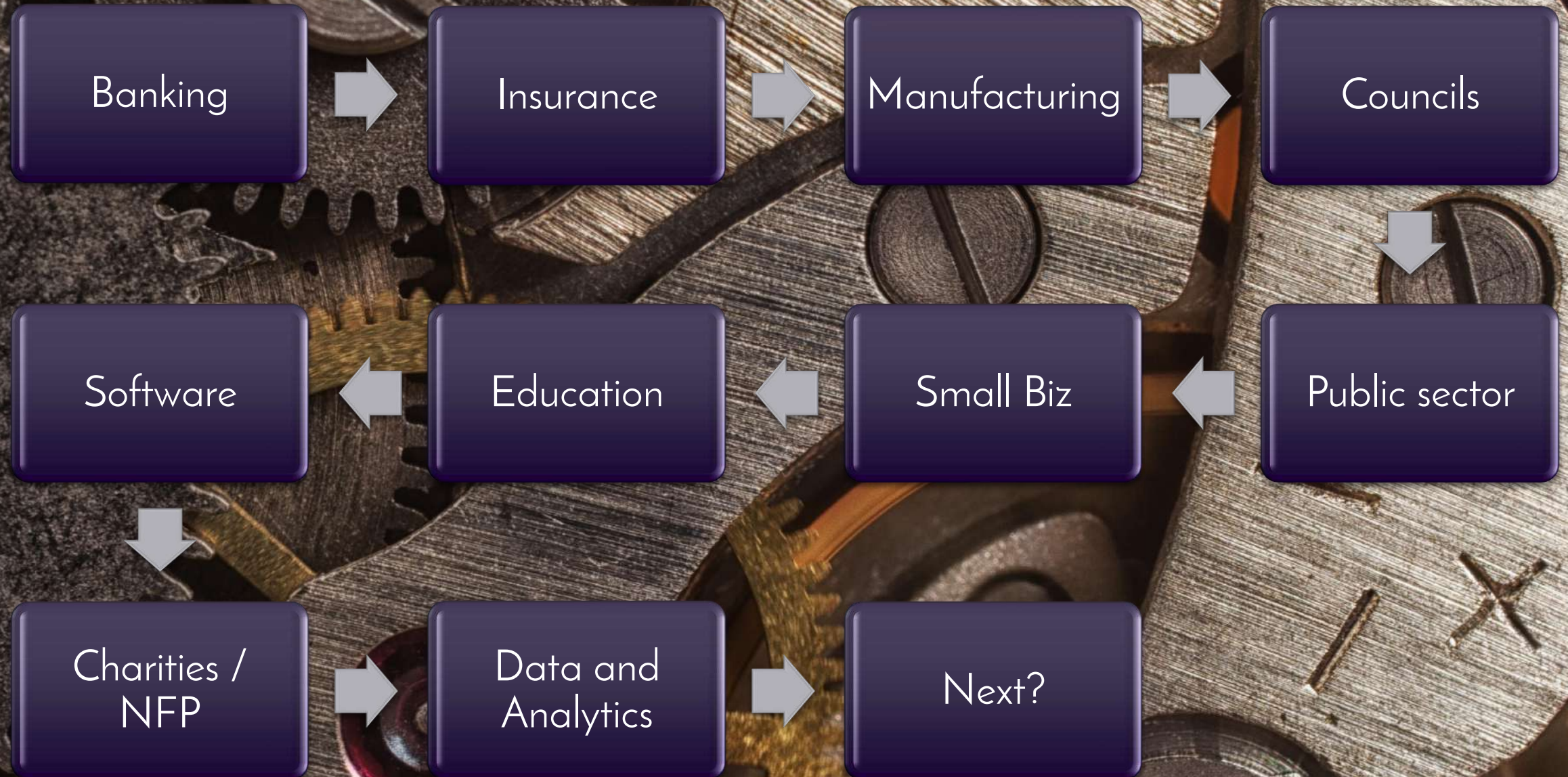
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Your pivot(s)

From what to what?

Why?

Lessons?

Why Pivot

01

MARKET SHIFTS
NO BUDGET

02

OPPORTUNITY
ARISES

03

BORED or
INTERESTED

It's easier to advise others than
help yourself.
All the business principles apply.

Your pivot(s)

From what to what?

Why?

Lessons?

No-nos of pivoting

1

2

3

4

Four no-nos of pivoting

1

- Be Clingy

2

- Discount

3

- Be arrogant

4

- Don't ask

Four yeses of pivoting

1

• ~~Be Clingy~~ Let go

2

• ~~Discount~~ Add value

3

• ~~Be arrogant~~ Create Relationships

4

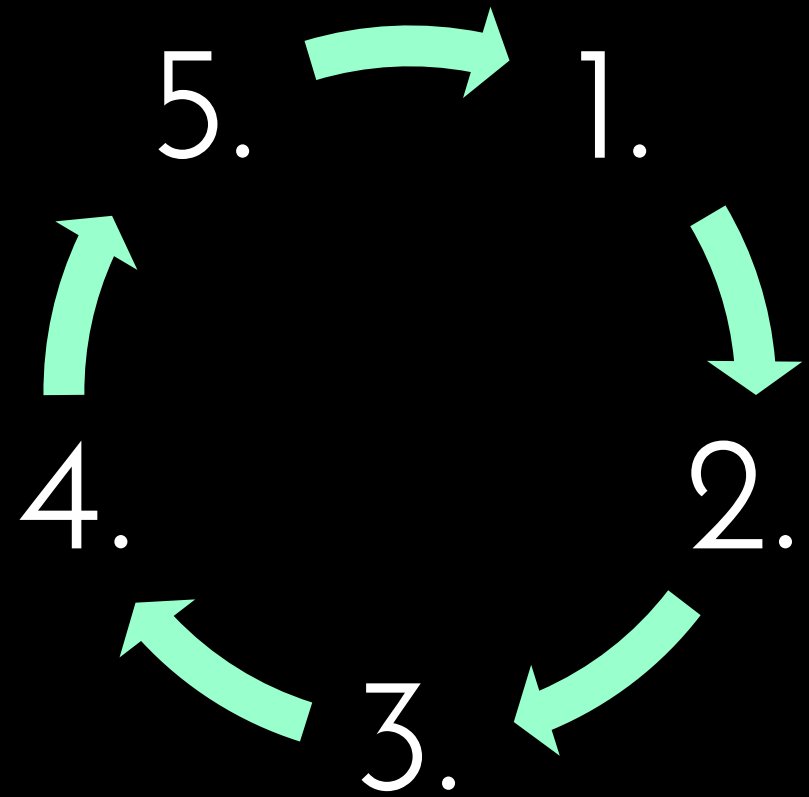
• ~~Don't ask~~ Network

Your pivot(s)

From what to what?

Why?

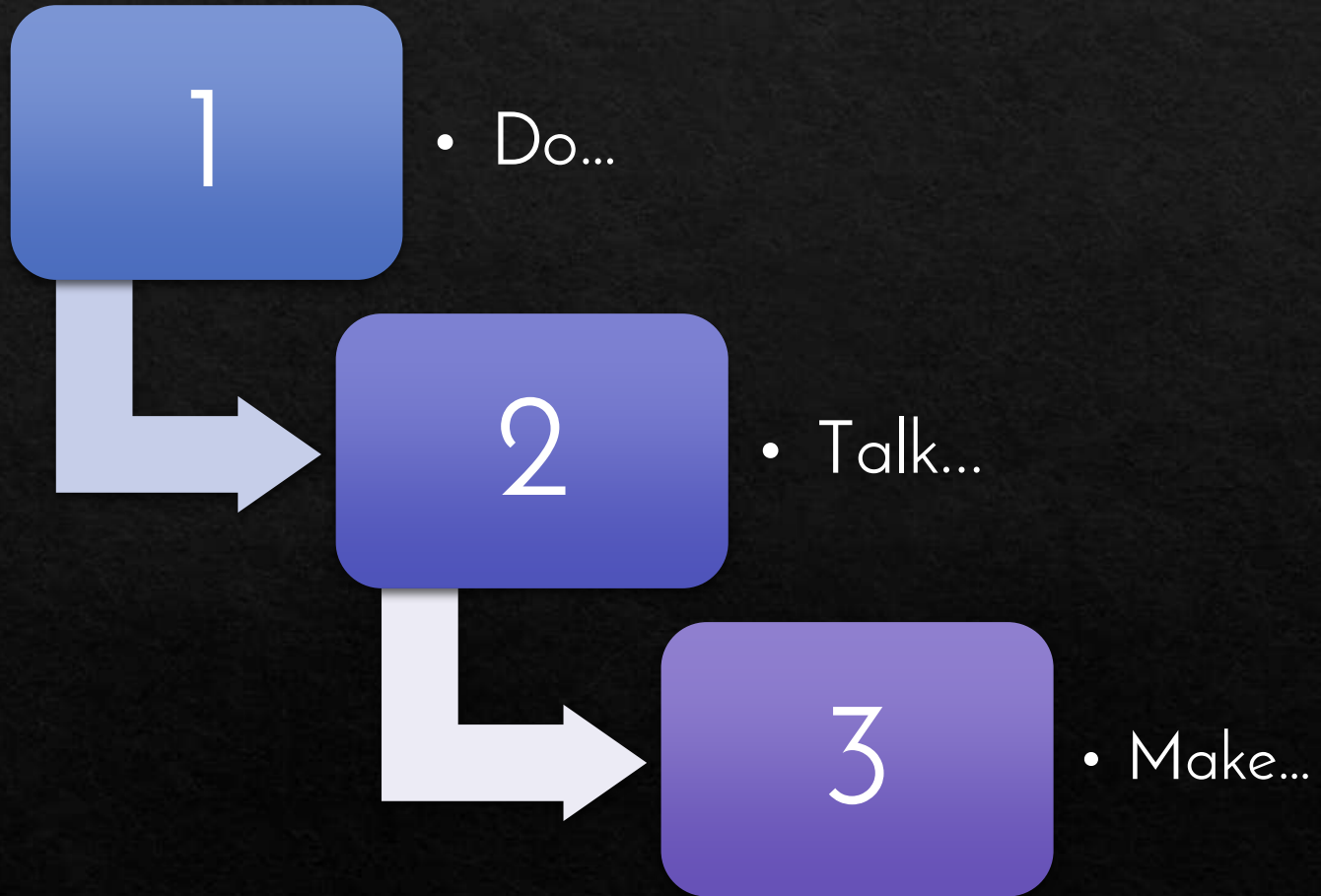
Lessons?



Five steps to make a pivot work



Your action plan



A detailed close-up photograph of a mechanical watch movement. The image shows several interlocking gears of different sizes, some with a polished brass finish and others with a darker, possibly steel, finish. The gears are mounted on metal plates, which are secured with various screws, including some with decorative heads. The lighting is dramatic, highlighting the textures of the metal and the precision of the engineering.

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