

# Why this report will be important for you

## Benefits for consulting firms

**Go for growth:** This pioneering research promises to be the first study to analyse how clients' needs from – and therefore relationship with – consulting firms will evolve.

**Understand your position:** More than ever, knowing how clients perceive your firm – its strengths and its weaknesses – in relation to your competitors is a critical step in helping you to differentiate your offering. Understanding these needs, in a market in which overall demand remains subdued, will be the difference between growth and stagnation over the coming years.

**Compete more effectively:** Shifting client buying behaviour means that the traditional fronts on which firms compete with one another are similarly changing. For example, in future winning new work may have as much to do with how you deliver your services as what you offer in the first place. Understanding what clients are really after will allow you to focus your efforts where they're likely to have most effect.

**Plan your next stage of development:** Our 2011 Management Consulting Market Report found conclusive evidence that neither Europe nor the Middle East should be treated as an homogenous entity. Firms need to discriminate between the countries and services in which demand is likely to be strong, and those where it will be weak.



## Benefits for clients

The final report, giving independent and authoritative insights, will:

- Inform your organisation's future decisions about which consulting firms to use for what services and why
- Provide information on what organisations are using consulting firms for and why
- Give you access to the rates that companies are paying for consultants across different countries, enabling you to benchmark against your organisation's expenditure
- provide a profile written by us of the most prominent consulting firms as well as highlighting some highly regarded niche specialists that you may not have come across.