

Hiring a consultant is a wise and safe company investment

By Ron Pelger, RonProCon

Is your company cutting back on employees due to the weak economic crunch? Does it force you to lose talented workers in the process? Are specific projects being stalled and budgeted targets failing to be achieved? It could be a very favorable time to invest in skilled consultants.

Here are some reasons to hire a consultant:

1. **Outside Viewpoint** – Often companies become too internalized and complacent. Everyone gathers in a meeting spending hours hashing over the same difficulties only to depart with the same suggested solutions that usually fail in the end. Cost: Too much money for wasted time and no results. A consultant brings outside ideas to the table and sees internal areas that can be fixed immediately.
2. **Experienced Skills** – Consultants have been there and done it within the industry they know best. Chances are that they experienced similar situations and have the know-how to get immediate results for clients fast.
3. **Temporary Expertise** – Companies can save money by using consultants. A consultant is not a full time employee, doesn't drive a company car, isn't on the expensive health insurance program, never goes off on a paid vacation, doesn't occupy office space, and will not ask for specific days off. A consultant rolls up his or her sleeves, gets to work right away, completes the project as swiftly as possible, and moves on.
4. **Neutral Voice** – Consultants act as interference between the "we agree" and "we don't agree" people. They tell it like it is and take no political sides. Consultants are not afraid to say, "No" to meeting members on any subject that may sound good, but is off the target of improvement.
5. **Training** – Consultants are teachers and trainers, not just problem solvers. Their skills learned from actual career activities are passed on to clients to educate them and enhance better operational functions for the company.

6. ***New Ideas*** – Many companies operate under the same old routines, which often become dated. A consultant brings fresh new trend ideas and procedures into a company in order to maintain future growth. Internal management staff only views their operation from the inside. Consultants see many views and could prescribe the best fit based on experiences from the vast industry field.

During good economic times, companies hire permanent workers and then make a lot of cut backs when business weakens. Good talented employees become lost in the process. But those same companies need to continue to increase business growth while still maintaining expensive overhead. That's why it is a wise and safe reason to hire a consultant. These skilled experts have a wealth of knowledge and use it to get fast results on a temporary basis.

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