

CONSULTING

Knowledge is now available everywhere. What's missing is orientation.

In the past, consulting was based on a clear knowledge advantage: experts possessed exclusive expertise – that was their capital. Today, the internet offers vast amounts of information on almost any topic. Yet this very abundance often leads to overload. Job seekers, for instance, are confronted with conflicting advice on applications – and are looking for guidance rather than even more input.

Consulting is evolving accordingly. It is no longer just about transferring knowledge, but about developing solutions together. The consulting process is increasingly aligned with coaching: clients are actively involved, and their resources and needs take centre stage. In this way, consulting becomes help for self-help – complemented by professional expertise.

Consultants contribute their expertise; clients bring their real-life context. Only this combination leads to sustainable solutions.

Articles on Consulting (all articles)

- My long journey towards specialisation
- What I learned about coaching as a waiter