



Photo: ICBWers in Thailand: Tina Johnson, Judith Helzner, Karen Hardee and Karen Hoehn

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## Results of our 2023 Member Survey

### Benefits of ICBW membership:

- Networking - contacts, new partnerships
- Community – camaraderie, sharing challenges/ops, socializing
- Education – sounding board, sharing ideas, guidance
- Jobs

### Newsletter Readership

- 2/3 read it and find it helpful
- 1/3 weren't aware of it

### Desired Activities:

- Conundrum Discussions
- Lessons learned
- Nuts&Bolts presentations – conflict, tax strategy, time management, security, health, retirement, coaching
- Functional/Tech discussions
- Networking in-person and on zoom

### Suggestions for Improvements:

- Website (mixed reviews)
- Renewal process
- Slack Channel
- Listserv still valued over website

## Greetings ICBWorld Colleagues!

What are the projected trends in consulting opportunities post pandemic? How can you ensure a constant flow of work and new clients? Read about these critical topics on pages 2 and 3. And check out how having a LLC status does and do not protect you, in case you are wondering whether it's worth taking this next step in fortifying your business.

Thanks to all members who took time to respond to our membership survey! Your insightful feedback is listed here and helped us plan for 2023 activities. And we appreciated those who shared during the March conundrum call when we discussed: masking, institutional review boards, new Department of Labor policies affecting independent workers, and how to capitalize on LinkedIn's consultancy search functions.

One of ICBW's partners Patti Petesch opens up about her consulting experiences and struggles and provides good advice for researchers on page 4.

We hope you'll join us in virtual roundtable discussions, now planned on a monthly basis. See page 4 for details. If you have a topic you'd like to share or facilitate let us know as we'd love to hear from you!

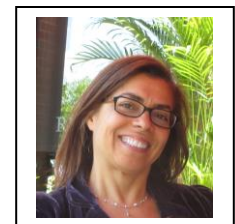
Harambee\*,

*Marjorie Macieira*

ICBWorld Chair

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\* "We all pull together" in Swahili





## Future Consulting Trends and How to Draw in More Clients

One of my favorite ICBWorld experiences was a day-long retreat several years ago. The speakers were full of helpful tips on making plans, making presentations, making connections...

--Patti Petesch

The U.S. Bureau of Labor Statistics expects that employment for consultants will rise by 14% through 2028. Recent PROSAL research reinforced this notion revealing that one-third of nonprofit consultants surveyed have been in their current roles for less than two years, suggesting significant growth in the consulting industry since the Covid-19 pandemic.

Of note:

- With growing digitalization, however, consultants can expect more artificial intelligence (AI) competition in research, analysis, process, management and facilitation. This tendency may influence consulting fee services from billable days/hours to flat-rates.
- There is a trend away from short-term projects to longer-term strategy development and thus Subject Matter Experts (SME) with expertise in niche areas/sectors are expected to continue being increasingly vital.
- Changes in legislation in the US, such as ongoing ruling over intellectual property, work-for-hire contracts and “claims made” vs. “occurrence” liability insurance coverage will be impacting consulting work in ways yet to be determined.
- And steep challenges remain with BIPOC and women-owned consulting businesses that in 2022 averaged 80% and 40% less, respectively, than the average for all businesses.

So, how should you enable a steady stream of clients with the uncertain winds ahead? Here are proven techniques which will continue to serve you well:

- 1. Share helpful content related to your niche to potentially ideal clients.** Help your ideal clients to stay current and/or solve small problems at no cost to them. This will enable you to build trust and leverage yourself potentially into paid work.
- 2. Ask for referrals.** Previously satisfied clients provide the perfect marketing opportunities. Ask them to refer your services to others. Say: *“Do you know of others who might benefit from what I have to offer?” “Please share my contact info with your colleagues” “It was great working for you. I’m always seeking other clients and I would appreciate you putting in a word for me”*
- 3. With Covid under control, start attending meetups and events related to your ideal client’s industry.** Networking is still the best way to find new clients so dust off those working clothes and get out there. According to PROSAL, 53% of surveyed nonprofit consultants attended a conference, workshop, or seminar related to nonprofits or consulting in 2022.
- 4. Partner with other consultants.** Consider complementing or bundling up your services with another colleague for a mutually beneficial relationship. Two or more heads think better than one and partnering will broaden your client base and referral network. Peer and professional groups and email listservs like ICBWorld and others are among the most popular ways for consultants to connect to each other and also stay up-to-date and informed about industry trends. (continued pg3)

To advertise/share ICBWorld info, resources and membership with colleagues, just refer them to the link below:



<https://icbworld.org/>

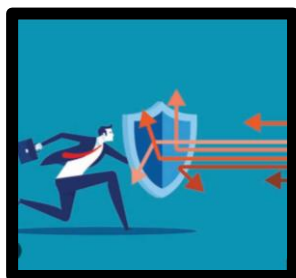
**5. Join LinkedIn groups related to your ideal client's interests.** There are over [590 million active users on LinkedIn](#) and two million active groups. The average LinkedIn member has joined seven groups. Are you truly "LinkedIn" for the latest information on your potential clients? Are you commenting on posts and sharing relevant content? You may also search for consulting opportunities directly on LinkedIn.

**6. Follow-up with previous clients (especially the good ones which you haven't been in touch for a while) or leads that never panned out.** Sometimes timing is everything and just because a contact didn't work out before doesn't mean it is a done deal. According to Will Barron, "*Old leads are people that haven't been nurtured and looked after.*" Reach back out to previous contacts to find out how their work is going, share your recent successes in helping other clients, and thus remain fresh in their minds for when they need your help.

***If you have other proven ways of bringing in new clients, don't forget to share them via the ICBWorld listserv or at our next online discussion!***

This article drew on information from the following sources:

- <https://www.linkedin.com/pulse/management-consulting-trends-change-2023-exechq/>
- <https://prosal.io/#/blog/2023-nonprofit-consultant-survey-insights-and-findings>
- <https://olive.app/blog/8-digital-transformation-trends-for-it-consultants-in-2022/>
- <https://blog.hubspot.com/sales/how-to-get-consulting-clients-fast> (7/2022)



## What exactly does a LLC status protect?

In certain situations, a Limited Liability Corporation (LLC) offers protection to its officers not available to sole proprietors and partners. But in many situations, and in most lawsuits, a LLC status will not shield you at all.

The main reason for establishing a LLC status is to protect you from creditors should your business go broke. Recognition as a "legal entity" separates the business legally from its owner(s). If you are unable to pay your debts, creditors cannot take your personal, non-business assets.

LLC, however, will not protect you from having to repay a business loan. Nor from lawsuits should you be sued by a discontented client, if someone is injured or suffers a loss related to your work/services. It will also not shield you from personal liability, such as not having insurance or acting with gross negligence or even (uff!) breaking the law. Nor will it shield you if you fail to pay any income, payroll or other business taxes.

LLC can protect you from a suit brought against one of your co-owners so incorporating a partnership make good sense so you are protected from losses resulting from your partner's actions. *For more details or information on LLCs, talk to your lawyer or accountant.*



## From Membership Manager Alana Kolundzija

Thanks to all who renewed their memberships for the 2023 season! In case you were wondering we standardized membership fees at \$30 this year as we continue development of our website and other supporting systems.

Renewing ensures your access to the listserv with timely advice, opportunities and resources.

For further assistance, or any listserv issues please reach out to me at: [alana.kolund@gmail.com](mailto:alana.kolund@gmail.com) or our web guru Joe Mando at: [joemando2010@gmail.com](mailto:joemando2010@gmail.com)

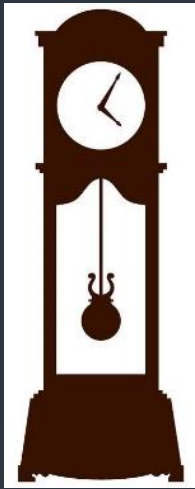


# Upcoming and Recent Events

## UPCOMING/SAVE THE DATE!

ICBWorld is launching a series of virtual Roundtable discussions each month around lunch time EST. Various topics have been proposed and we invite members to help co-host conversations around these themes: If you are experienced in that topic, please bring some ideas/tips to share. You may also invite a speaker or share highlights from a recent article. A google calendar will be made available for registration later this month.

Date	Event	Facilitator contact
April 13 12-1pmEST	Anticolonialism and Localization Virtual Rdtale	Elizabeth G: <a href="mailto:elgardiner@yahoo.com">elgardiner@yahoo.com</a> & Elizabeth W: <a href="mailto:elizabeth.westley@gmail.com">elizabeth.westley@gmail.com</a>
May 5 Time TBA	Metro DC Cinco de Mayo Canal Hike/Hhour	Patti Petesch <a href="mailto:patti@pattipetes.com">patti@pattipetes.com</a>



## RECENT

**Winter Hike on C&O Canal** - Great chance to exercise and share consulting stories. Once calories were burned, they were gained again via a snack exchange.

**Virtual Networking Event** – This was a lively event in February, where in small groups we got to connect with our colleagues according to our technical strengths, functional skills, and geographic regions of work.

**Consulting Conundrum Call**- Jennifer W. Luna facilitated another supportive session where participants were able to help each other with specific consulting related situations.

## CONSULTANT OF THE MONTH: Get To Know Your Colleagues!



**Name:** Patti Petesch

**Residence:**  
Rockville, Maryland

**INTERESTING FACT:** I can twirl a baton and I cycle most clear weekends with my husband, mostly from Rockville to Pierce Mill in DC, 25+miles. See my photo from a bikeride to glorious blossoms at Tidal basin in March, when I had no deadlines & calendar said “*You go Girl!*”!

**TYPE OF CONSULTING:** I am a qualitative field researcher with studies set across the Global South. All my work is deeply inspired by theories of agency and empowerment. Currently I’m on a team setting up a study to explore social justice, resilience, and sustainability challenges in pastoral and agricultural communities of Africa facing harsh climate shocks. *Where is the justice?*

**LENGTH OF TIME CONSULTING & LOCATION:** I’ve worked a *long* time (don’t ask how long, ahem) and all over the world. The great bulk of my career has been consulting from a small home office. This is where I do my best thinking.

**CONSULTING EXPERIENCE HIGHLIGHT:** The setting was a research design workshop here in DC with some 25 researchers based all around the world (mostly sociologists and anthropologists but some economists, too). After I had presented some theory from my previous studies, a few of us put our heads together and scratched out a fresh theoretical framework about agency and opportunity structure interactions, and their potential contributions to empowerment. I cannot begin to tell you how exciting I found that moment when we put the pieces together in a new way.

**CONSULTANT STRUGGLE & ADVICE FOR OTHERS:** My least favorite consulting experiences are almost always the gigs that require me to deal with someone else’s work that is just not all that good. Figuring out the best way to manage this just takes me *forever*. Be sure to review closely what you’re expected to improve; and ask the questions you need to ask to clarify the changes that they expect to see. Frankly, “light touch” (aka light pay) improvement projects can likely be done faster and better by editors; and sometimes I suggest this as a way of seeing if the potential client really wants deeper contributions which do not fall under light touch tasks by anyone’s definition. I’d have to say, however, that these frustrating improvement projects have also often (but not always!) been steppingstones.