

Introducing John Groarke

Helping build better consulting and advisory businesses

My proposition

I assist consultants and professional advisors to improve the profitability of their businesses.

Using my experience in:

- strategic positioning
 - professional services marketing
 - consultative selling
 - delivery optimisation
 - operations improvement
- and
- talent development,

I help sole practitioners, boutique consultants and large firms to build better consulting and professional advisory businesses.

My track-record shows that I never lose sight of top-line revenue growth or bottom-line profit improvement. For example, I helped one large firm achieve 6% revenue growth and 30% profit improvement, along with a 10% increase in the number of projects completed on time and to budget over a 15-month period. For others, I have increased the number of follow-on projects, achieved higher levels of client retention, and enhanced knowledge capture.

My sole practitioner and boutique consultant clients also seek profitability, but they are often wrongly positioned – and struggle to realise their true value in a very crowded and highly competitive marketplace. By fixing the impediments that result from being ‘out of position’, we lay solid foundations for not only a profitable enterprise, but also for a sustainable and premium-value enterprise.

My experience includes:

- Eleven years helping people build better consulting and professional advisory businesses, out of a 31-year career as a consultant.
- Teaching consultant training courses for the University of Sydney’s Centre for Continuing Education and the University of Wollongong’s International Training and Careers College.
- Serving as a mentor for the Australian Government’s Enterprise Connect Enterprise Learning and Mentoring initiative.



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