Your Consulting Command Center

Multi-Client Clarity in 4 Quadrants

Do First	Plan
Delegate	Review

How to Use This Matrix as a Consultant

This isn't about working more hours - it's about delivering more value. Use it to balance client demands while building your practice.

The Consultant's Quick Sort

1. Is there a client deliverable or deadline at risk? 2. Does this build client value or grow my practice? 3. Does this require my expertise or just my time?

Remember

• Your expertise is your product, not your time • Client success drives your success • Boundaries enhance professional respect • Strategic no's create space for better yes's • Invest in tomorrow while delivering today

The Consultant's 3-Question Filter

Navigate competing priorities with these value-focused questions:

> ## Question 1
>
> ### Is there a client deliverable or deadline at risk?
>
> **If YES:** It's URGENT → Continue to Q2
>
> **If NO:** It's NOT URGENT → Continue to Q2

> ## Question 2
>
> ### Does this directly impact client value or business growth?
>
> **If YES:** It's IMPORTANT → Place based on urgency

If NO: It's NOT IMPORTANT → Place based on urgency

Question 3

Can junior consultants, tools, or partners handle this?

If YES: Consider DELEGATING (especially if in Q3)

If NO: You need to handle it personally

Examples for Each Quadrant

Client Critical (Do Now)

Deliverables and commitments that impact client success

- **Final presentation due today** - Client decisions depend on your deliverable
- **Executive workshop facilitation** - High-visibility, high-impact engagement
- **Crisis response for client** - Your expertise needed immediately
- **Contract renewal negotiation** - Revenue continuity at stake
- **Fix critical error in analysis** - Credibility and trust on the line

Practice Building (Schedule It)

Strategic work that grows your consulting practice

- **Develop proprietary methodology** - Differentiation drives premium rates
- **Write thought leadership content** - Builds reputation and attracts clients
- **Cultivate senior relationships** - Relationships drive referrals and renewals
- **Document best practices** - Scale your expertise beyond your hours
- **Strategic partnership development** - Expand capabilities and reach

Leverage Zone (Delegate)

Necessary tasks that don't require your expertise

- **Travel booking and logistics** - Admin support or travel tools
- **Expense report submission** - Standardize and delegate
- **Meeting scheduling** - Use scheduling tools
- **Basic research and data gathering** - Junior team members can handle
- **Slide formatting and cleanup** - Design support or templates

Eliminate Zone (Say No)

Activities that don't serve clients or growth

- **Perfectionist slide tweaking** - 80/20 rule - good enough is good enough

- **Non-strategic networking events** - Be selective about time investments
- **Scope creep disguised as 'quick questions'** - Free consulting devalues your expertise
- **Internal firm politics** - Focus on client value, not office drama
- **Low-probability proposals** - Qualify opportunities ruthlessly

Common Teacher Traps to Avoid

The Always-On Trap

Being available 24/7 because clients pay premium rates.

Solution: Set clear availability expectations upfront. Premium rates buy expertise, not unlimited access.

The Perfectionist Trap

Over-delivering on every deliverable regardless of client needs.

Solution: Match effort to client value. Sometimes 'good enough' is exactly what the client needs.

The Billable Hours Obsession

Avoiding all non-billable work, including necessary business development.

Solution: View BD and capability building as investments. Today's non-billable hour creates tomorrow's premium engagement.

The Yes-Man Syndrome

Taking every project and request for fear of losing clients.

Solution: Saying no to bad fits preserves capacity for ideal clients. Quality over quantity always wins.

Your Daily Consulting Excellence Routine

10 minutes of planning multiplies billable productivity

Morning (5 minutes)

1. Review client deliverables and deadlines
2. Check calendar for client meetings
3. List new requests from all clients
4. Sort using the 3-question system
5. Time-block for highest-impact work

Afternoon (5 minutes)

1. Update project status for each client
2. Log billable hours while fresh
3. Move incomplete Q1 items to tomorrow
4. Send proactive updates to clients
5. Plan tomorrow's priorities by client