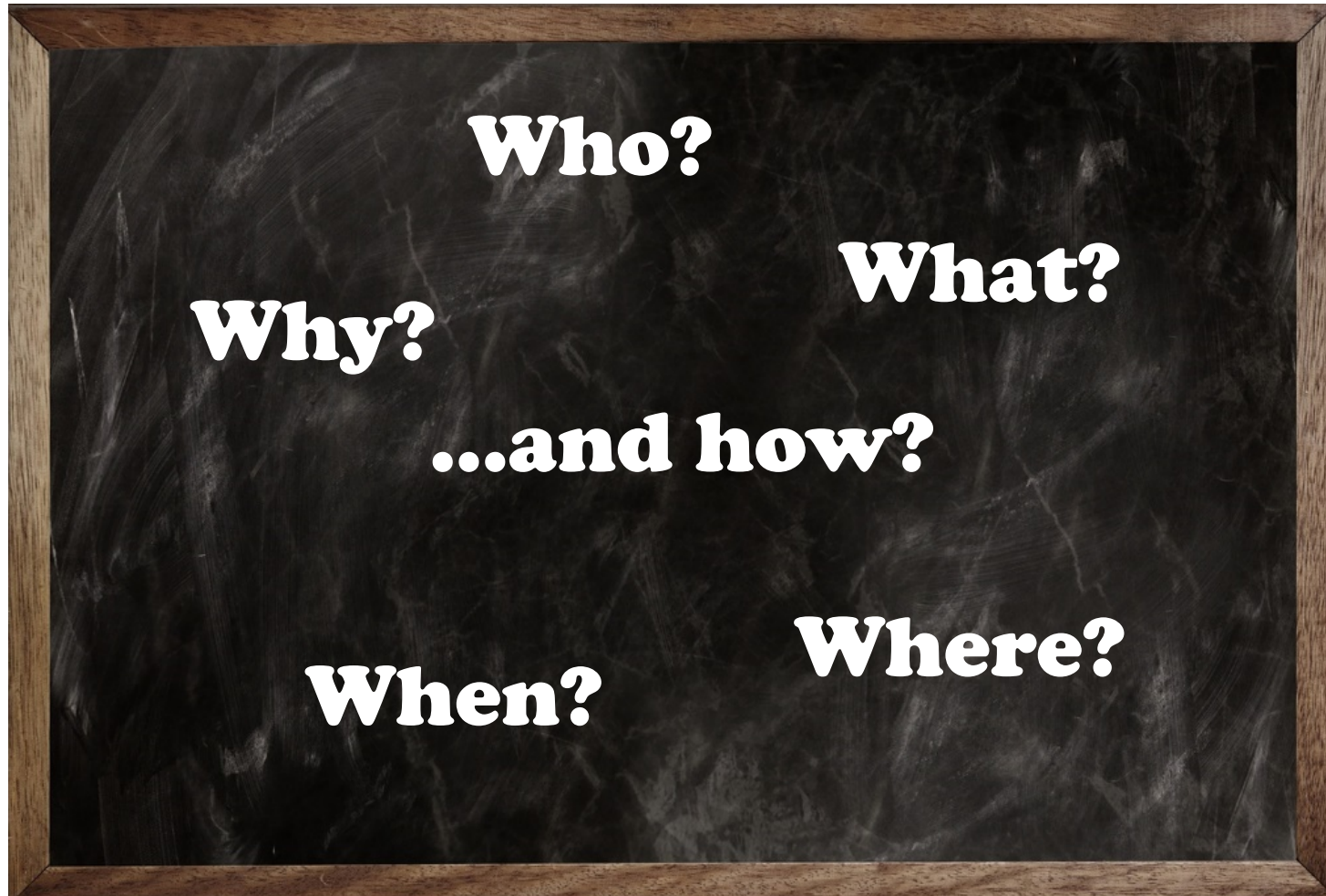


Virtual Consulting

ESC-US Conference

Friday, October 19, 2018

Ulea Grace Lago, Director of ESC Consulting
Empower Success Corps (New England)



esc | Virtual Consulting: **What?**

- Any consultant interaction that is not face-to-face
- Can be enhanced by technology, but not required





Virtual Consulting: **Where?**



- Better serve clients within your region
- Expand services to clients outside your region
- Engage a wider range of consultants
- Diversify offerings
- Go green!



esc | Virtual Consulting: **Who?**



WHERE TALENT MEETS PURPOSE





The Catchfire/Taproot Model

- Tightly defined scope
- Often more technical deliverables
- Tends to attract early to mid career volunteers

Option One

- Build an offering based on the Catchafire/Taproot model.

Option Two

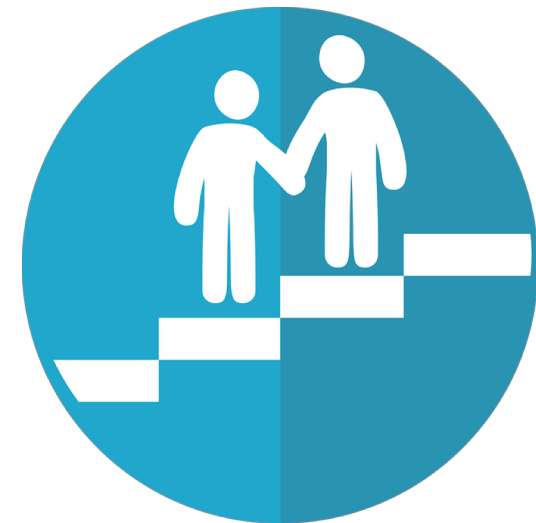
- Differentiate your services, but adapt them to a virtual platform.

REVIEWS ▾ BEST PICKS ▾ HOW-TO ▾ NEWS ▾ SMART HOME BUSINESS ▾ SHOP ▾										
										<input type="text" value="What are you looking for?"/>
Product										
Lowest Price	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT
Editors' Rating	 <small>EDITORS' CHOICE</small>		 <small>EDITORS' CHOICE</small>	 <small>EDITORS' CHOICE</small>						
Free Trial	30 Days	30 Days	30 Days	30 Days	30 Days	14 Days	14 Days	30 Days	None	30 Days
Free Version Offered	✓	✓	✓	—	—	✓	✓	—	✓	—
International Numbers	✓	✓	✓	✓	—	✓	✓	✓	—	—
Toll-Free Numbers	✓	—	✓	✓	—	✓	✓	✓	—	✓
Multi-National Toll-Free Numbers	✓	—	—	✓	—	✓	✓	—	—	—

Source: [PC Mag](#)

esc | Cultural Shift

- Introduce software and technology in multiple ways
- Provide ongoing trainings and support
- Look for opportunities to encourage test cases
- Acknowledge and reward adoption
- Build in opportunities for feedback







Thank you for your participation!

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Empower Success Corps
176 Federal Street, Suite 5C
Boston, MA 02110
617-357-5550
empowersuccesscorps.org