

Welcome ...

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Our Director, Jim Foster, recently wrote '[Does your client trust you?](#)', an article that discusses how trust can be built at different stages in a client-management consultant relationship. Based on recent research that the Centre carried out on the topic, the piece identifies a few important questions that consultants should ask themselves in order to successfully develop a trust-based, long-lasting professional collaboration with their clients. (You may need to sign in or register to access the full article.)

Look out for our report '**Building Trust to Deliver Consultant Value**', to be published soon.

CMCE Online Showcase: 'Navigating Uncertainty'; Tuesday 24th June, 5.00 pm

There is still time to register for our [next showcase](#) that will take place on Tuesday, June 24th at 5pm. We will be joined by authors Bruce Garvey and Adam Svendsen who will present and discuss the findings of their recently published book, '[Navigating Uncertainty Using Foresight Intelligence](#)'. During the session they will explore different analytical approaches to address a range of different business issues and they will discuss the use of Generative AI tools such as OpenAI's ChatGPT and Google's Bard/Gemini to support these approaches. In addition, they will talk to us about how the emerging discipline of Causal AI may work better for foresight and scenario activities. Book your place [here](#).

(You can use the discount code SPRAUT to get 20% off the cost of the "Navigating Uncertainty" book.)

We will also hold an online roundtable "[Accelerating Corporate Performance](#)" on Tuesday, July 1st at 5pm. Our speaker for this event is Colin Price, a Visiting Fellow at Saïd Business School, University of Oxford, a Visiting Professor at the Centre for Global Health Innovation, Imperial College London and a regular speaker at prestige events such as Davos and the Harvard Business School Roundtable. Colin will discuss "*Speed Wins*", an article he recently published on the importance of speed in increasing the growth of an organisation. [Register here](#) to receive a copy of the article and have the opportunity to submit questions to which Colin will respond at the roundtable.

This month's Newsletter also features [a piece](#) written by Valentina Lorenzon, a member of the CMCE Coordination group and editor of the CMCE newsletter, based on '[Talking to Strangers: What We Should Know about the People We Don't Know](#)', by Malcolm Gladwell. Discussing the implications of our inability to understand strangers, the book triggers reflection on how we should approach our interactions with others, in order to make them as successful as possible.

In this edition, our [In-Brief section](#) includes articles on developments in the market for consulting services, the importance of emotional connections with customers and why teams make bad decisions.

Lastly, we continue to revisit some of the content 'From our archive' and we share three more articles, written by Calvert Markham, former Director of the Centre, on how to set up and run a consultancy: [Part 5: Selling your services](#), [Part 6: Proposition design and pitching](#) and [Part 7: Managing a consulting project](#). Look out for our July Newsletter, where we will share the last two parts in the series!

The Newsletter Editor

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*The Worshipful Company  
of Management Consultants*