



March 10 - 12, 2015  
Cobb Galleria Centre

# Consulting vs. Industry

Charting a Professional Technical  
Career Path

## Presented by

Monika Mueller

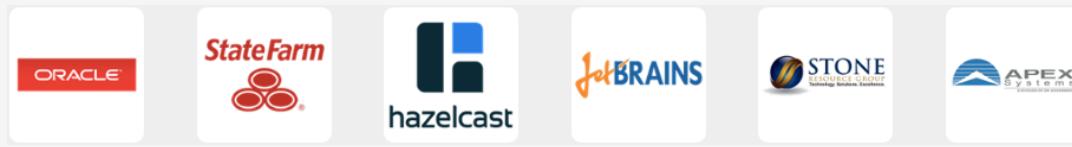
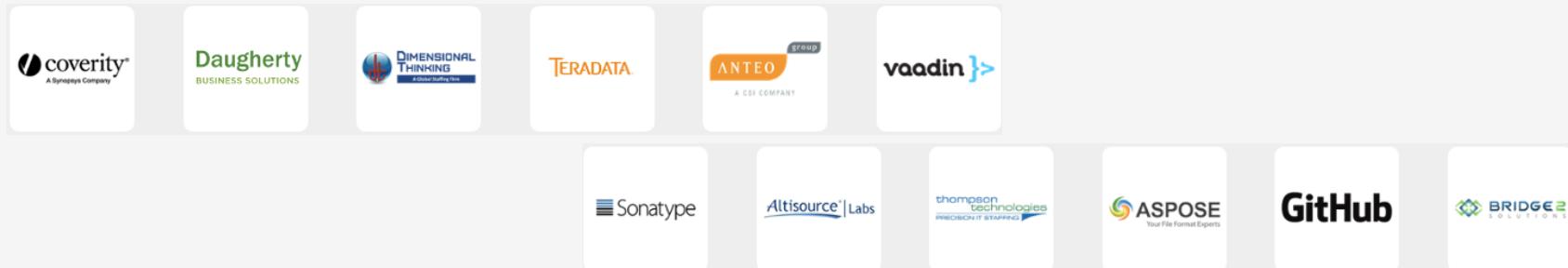
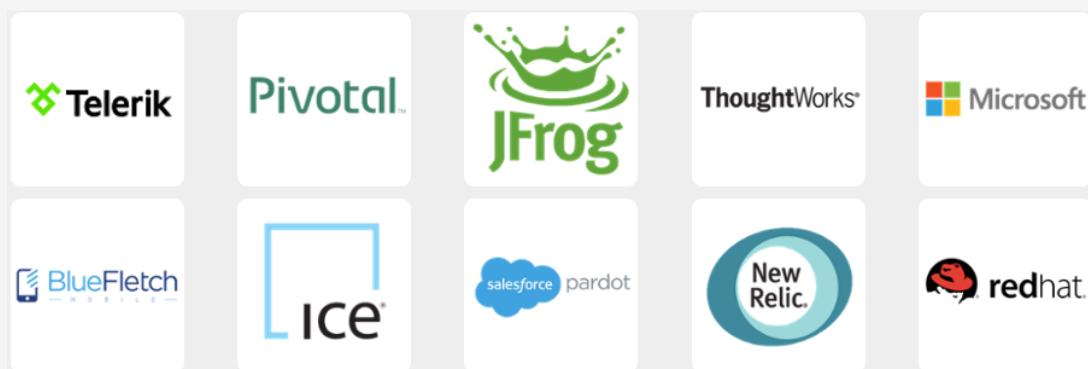
Managing Director, Atlanta Office

Ron Stacey

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# introductions

## Monika Mueller

Monika Mueller is the Managing Director for Daugherty Business Solutions in Atlanta, Georgia. She's had a long career in IT and business consulting, delivering solutions to large organizations in a variety of industries and process areas.

Prior to joining Daugherty Business Solutions, Mueller held positions at General Motors, PricewaterhouseCoopers and Ernst & Young. At one of these predecessors, Mueller was managing 60+ on and off shore development resources to implement a \$13 million program.

With a strong record of success, she's leading a talented team of individuals to be innovative in solving business problems and achieving business value through the solution.

## Ron Stacey

Ron Stacey is a Program Manager for Daugherty Business Solutions in Atlanta, Georgia. His 27 years in IT and business have spanned systems integration, network engineering, development, database administration, and project management for large application development & implementation projects. Ron has managed or participated in technical solutions projects on four continents. During his career, he's spent roughly equal time in consulting and industry, in the energy management, healthcare, telecommunications, banking/finance, transport/shipping, industrial manufacturing, retail, and public sectors

# three areas we'll cover...

## potential paths

### for technical career growth

## pros and cons of each

## assessing

### which is best for you

# two paths to your goals

as a technical professional

## Industry

- Commercial
- Government
- Non-profit

## Consulting

- Multinationals
- Niche
- Local models



so which way is right for you?

# charting a direction guideposts

**what** is each and their pros and cons?

**when** in your career does each fit you best?

**who** are you – traits, preferences, goals?

**where** are the possible tracks?

**how** do you go about it?

**it depends!**

# what...

## Industry

[in-duh-stree]

**Defined role within an established hierarchy**

**Employees:**

- Role clearly delineated
- Could have direct supervisory relationships
- Responsibility for specific areas

## Consulting

[kuh n-suhl-teeng]

*Not the same as contracting*

**Ever changing roles and hierarchies**

**Consultants:**

- Roles can be unclear and changing
- Have multiple “bosses”
- Responsible to the Client and their Consultancy
- Are solution crafters, not order takers

# what...

## industry pros

- Perceived stability, ownership
- Connection within sector, industry
- Depth of company-specific knowledge
- Predictable hours, work-life balance
- No travel – 90% of time in office
- Learning interpersonal skills, understanding for organizational politics, superior-subordinate management

## industry cons

- Risk of stagnation and boredom
- Limited promotion opportunities
- Organization politics, hierarchy, siloing
- More challenging to network
- Lower income potential

# what....

## consulting pros

- Rapid skill development, lots of training
- Multi-industry exposure
- Variety and change
- Continuous opportunity for learning & development
- Relationship-building, collaboration
- Exposure to Sr. people, networking
- Honing professional and problem-solving skills
- Influencing and conflict management skills because there's a looser hierarchy
- Broader roles that lead to quicker progression
- Working with top talent
- Travel
- Higher earning potential

## consulting cons

- Heavy travel in many positions
- Often longer hours than industry
- Constant change, stretch demands
- Risk of developing broad as opposed to deep knowledge
- Difficulty in keeping a social network
- Pace, pressure
- Limited opportunity to learn organizational / hierarchical skills

# when vs. what consulting

## pros

Rapid skill growth  
Variety & change  
Developing competency w/ tools  
Coaching opportunities  
Improved problem-solving skills  
Salary

Building competency w/ tools  
Ability to speak your mind  
Honing professional habits, skills  
Exposure to sr. mgmt, networking  
Salary

Flexibility, variety  
Satisfaction – applying extensive experience to solving big problems

*early career*

Work-life balance  
Social connections  
Constant change, stretch demands  
Pace, pressure

*mid career*

Heavy travel in most roles  
Work / life balance  
Constant change, stretch demands  
Pace, pressure  
Sales expectations

**late career**

Travel in most roles  
Constant change, stretch demands  
Pace, pressure  
Limited opportunity for executive roles  
Sales expectation

**cons**

# when vs. what industry

## pros

Building organizational skills  
Intra-industry connections  
Knowledge depth  
Hours, work-life balance

Building network and reputation  
within company, industry  
Honing organizational skills  
Work-life balance

Access to senior, executive roles

Hierarchical power,  
authority

*early career*

Earnings  
Limited influence & access  
No travel, limited variety  
Limited skill development

*mid career*

Limited networking, variety  
Earnings  
Organizational politics  
Long, involved advancement

**late career**

Narrow focus  
Boredom, stagnation  
Organizational politics  
Career / retirement risk

*cons*

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# **industry**

**value stability**

**prefer clearly delineated areas of responsibility**

**prefer defined relationships**

**sensitive to organizational politics**

**focus on a particular function, product or service**

**sense of belonging, organizational integration**

**sense of ownership**

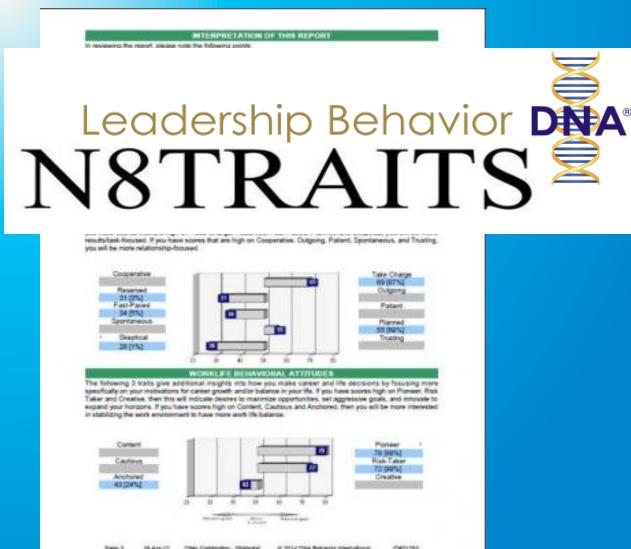
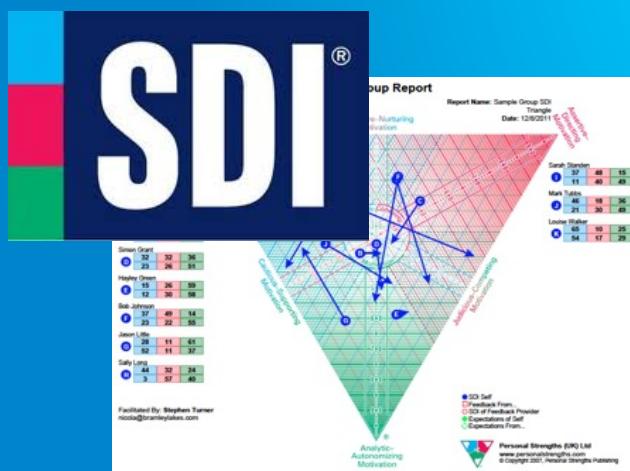
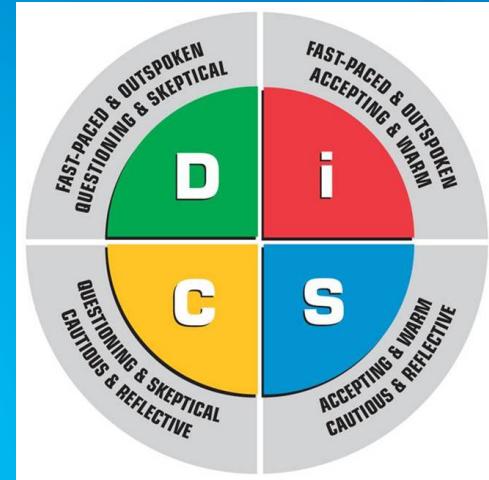
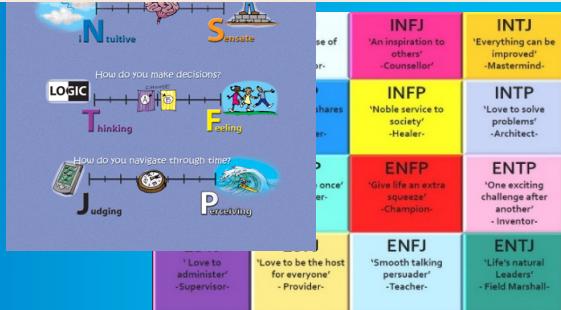
# **who... traits**

## **consulting**

adaptive, flexible, enjoy change  
problem solvers, innovators, strategists  
big picture 'systems' thinking  
constantly learning  
relationship builders  
effective communicators  
ability to digest and/or lots of information in a short time and concise format  
self-motivated, need little direction  
transparent & accountable  
relish the advisor role  
unafraid to speak directly

# who... assessing fit

 THE Myers & Briggs FOUNDATION



# who... assessing N8 Traits

measures a range distribution for 10 work-life drivers and 6 planning drivers

accurate for 90% of the population

remains stable over time, expands analysis beyond profiles alone

yields 10 work-life profiles and describes interaction styles between them:

Adapter | Community Builder | Engager | Facilitator | Influencer

Initiator | Reflective Thinker | Relationship Builder | Strategist | Stylish Thinker

Also provides driver strength graph, strongest traits analysis, comparison to averages, compatibility analysis, strengths / weaknesses analysis

# who – assessing N8 Traits style groups

N8 Traits assessments result in a style grouping based on the strength of identification with each of the 10 work-life drivers and 6 behavioral attitudes; these are only part of a full assessment result, but provide a useful shorthand for preferences and likelihood of positive interaction.

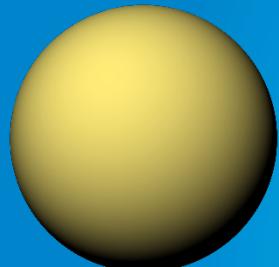
Style Group	Headline	Style Group	Headline
Adapter	Uniquely adaptive, versatile; prefer clear expectations	Initiator	Like to take bold, aggressive action and create the rules
Community builder	Excel at 'people skills'; supportive, focus on group goals	Reflective Thinker	Serious, focused, analytical, objective; problem-solvers
Engager	Extroverted, enthusiastic; more starters than finishers	Relationship Builder	Comfortable working with and serving others; prize stability
Facilitator	Agenda setters, guiders; require stability; good w/ group decisions	Strategist	Driven to reach goals, focused on knowledge, process & quality
Influencer	Like to be at center of decision making; strong motivators	Stylish Thinker	Like interaction, testing ideas via discussion; information-focused

types by industry, consulting or neutral

# where....

## Industry options

### Direct Technology Firms



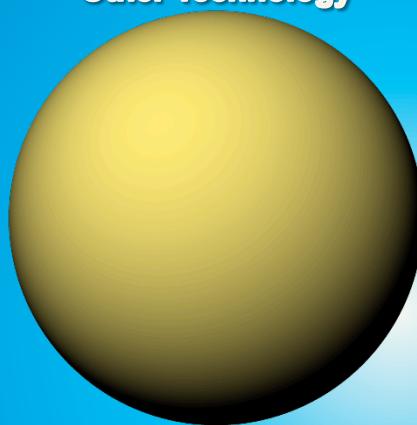
Software firms, integrators  
Computer Systems Design / related  
Computer / Electronic manufacturing

### Industrial Manufacturing



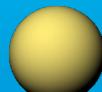
chemical, machinery, food, steel, etc

### Other Technology

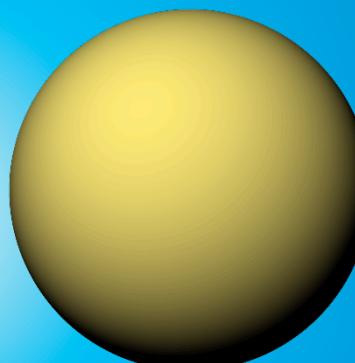


Telecommunications  
Scientific Research / Development  
Aerospace  
Automotive / transport technology  
Utilities / Energy management

### Non-Profit

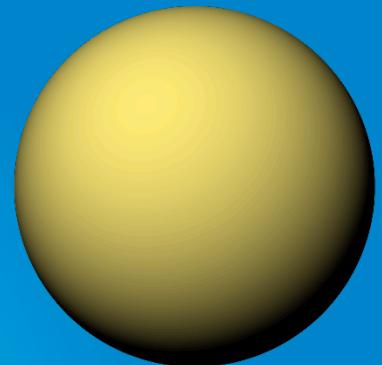


### Health



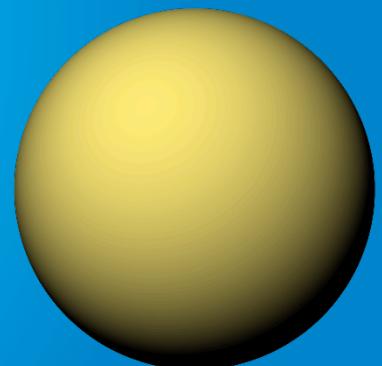
Healthcare  
Pharmaceuticals  
Medical Insurers  
HIMS / Analytics

### Financial



Banking / credit services  
Securities / investments  
Insurance

### Public Sector / Education



Federal government  
State / Local government  
Universities  
Educational services  
School systems

# where....

## consulting options

**Deloitte.**

**accenture**

**pwc**

**KPMG**  
cutting through complexity

**Capgemini**  
CONSULTING TECHNOLOGY OUTSOURCING

**EY**  
Building a better working world

## large multinationals, a.k.a. 'Big Six'

## consulting arms of product or service companies

**IBM**

**CISCO**

**ORACLE**

## boutique or niche operations

## Local-based models

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**slalom**

# where.... more about the consulting options

## Big Six

complexity, access, resources

travel, pigeon-holing, up-or-out, visibility

## Consulting arms

resources, recognition, industry advancement

narrow specialization, depth of opportunity, travel

## Boutique / Niche

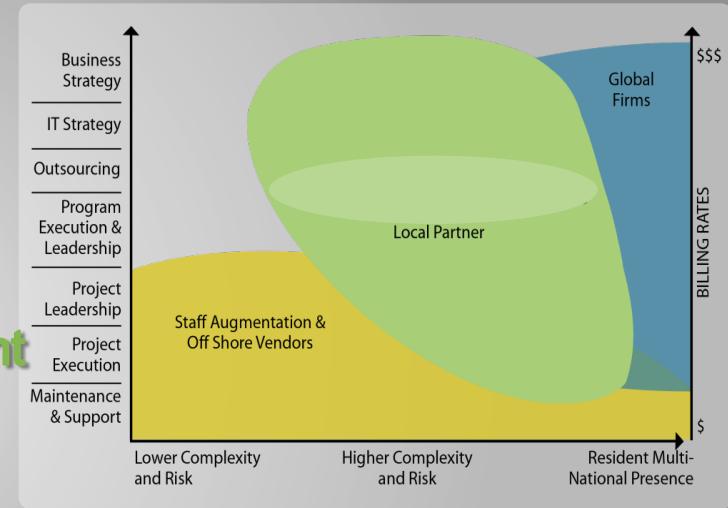
visibility, entrepreneurial, client base

resources, risk, narrow specialization, travel

## Local-based

no travel, work-life balance, local visibility, broad opportunities / skill growth

complexity / role type, resources, national visibility



# how....

## consulting

- Find out more at [www.Daugherty.com](http://www.Daugherty.com)
- Contact our talent team at [Jen.Moulton@Daugherty.com](mailto:Jen.Moulton@Daugherty.com)
- Questions? Contact Monika at [Monika.Mueller@Daugherty.com](mailto:Monika.Mueller@Daugherty.com)  
Contact Ron at [Ronald.Stacey@Daugherty.com](mailto:Ronald.Stacey@Daugherty.com)

# resources

- MBTI:** <http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>
- SDI:** <http://www.strengthdeployment.com/sdi/about-sdi-an-overview/>
- N8 Traits:** <http://www.leeellis.us/leadership-behavior-dna-assessment>
- Daugherty:** <http://www.Daugherty.com>
- Career Options:** <http://www.forbes.com/sites/dailymuse/2012/11/02/is-consulting-right-for-you/>  
<http://www.strategyexpert.com/articles/leaveconsulting>  
<http://www.jeremyfilliben.com/2009/08/corporate-versus-consulting-jobs.html>  
<http://cranfieldexperience.blogspot.com/2007/10/consulting-vs-industry-is-it-valid.html>  
<http://www.quicksprout.com/2013/07/11/why-consulting-is-a-career-everyone-needs-to-experience/>
- Professional & Technical Consultants Association:** <http://www.patca.org/>

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Program Manager

**thank you!**