

# Cambridge Elements<sup>≡</sup>

Elements in Business Strategy

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## STRATEGY CONSULTING

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## Strategy Consulting

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**Abstract:** Strategy consulting is one of the most highly respected and at the same time deeply detested jobs on this planet. Despite all the attention and controversy, there is surprisingly little written about it specifically. To address this void, this Element provides a comprehensive overview of this fascinating and emerging profession. Relying on existing research and the author's practical experience, it describes what strategy consulting is, where it comes from, how to effectively practice it and where to take it into the future. Taking the position of the individual strategy consultant, this Element offers an insightful perspective that is useful for scholars, students, consultants and clients of strategy consulting. In doing so, it moves away from the dominant corporate practice of analytical strategy consulting. Instead, it offers an idealized whole-brain and whole-person view on what strategy consulting could and should be like in order to fully live up to its promise as a profession contributing to society.

**Keywords:** strategy consulting, whole-person consulting, strategy making, consulting roles, future of consulting

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