

The Berrywood Group, Inc.

Building Learning Cultures

Two Types of Consultants

There are two types of consultants, self-promoting gurus and educators.

Consultant gurus have proprietary solutions and techniques; canned packages for training events in a *one-size fits all* format. They have ready answers to complex problems. Often canned training and easily defined solutions lack sustainability and often create more problems than answers for a company

Educators on the other hand perceive their mission to be the individualized education of managers. Educators coach managers through a process of deep understanding of their systems and of self-discovery of solutions to their problems. They increase managerial understanding of corporate problems, issues and systems so that businesses and business leaders are able to continuously improve.

Educators also help managers look into the future to predict scenarios and plan flexible responses to multiple possibilities. They design plans to assist managers in reinventing the organization when either minor or extreme changes are required.

The Berrywood Group's consultants are expert educators who work closely with their clients to ensure that the business is efficient, adaptive, and ready for change in any environment.