

August 2019

What if...

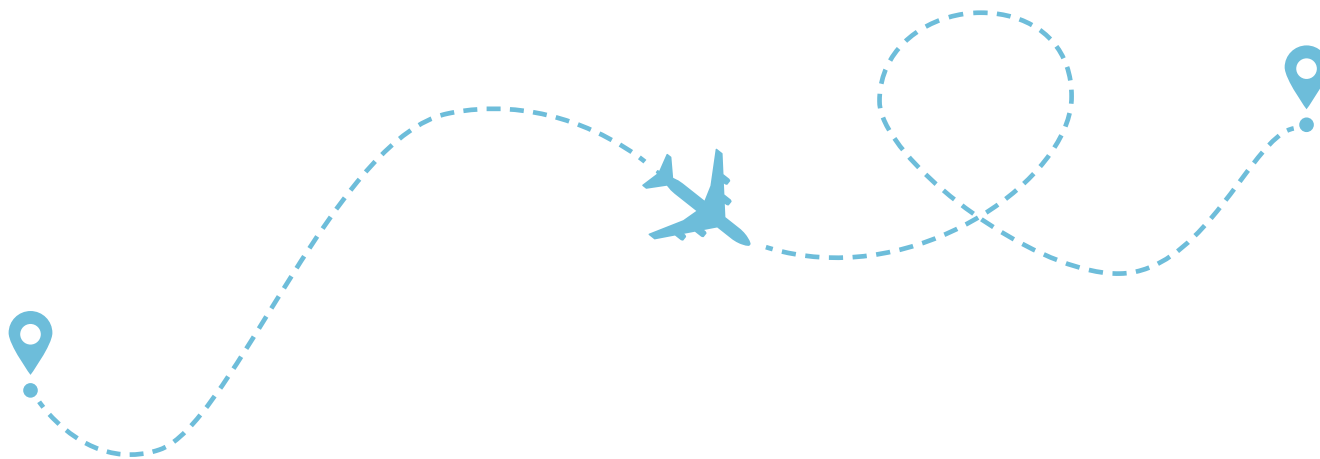
...consultants
gave up flying?

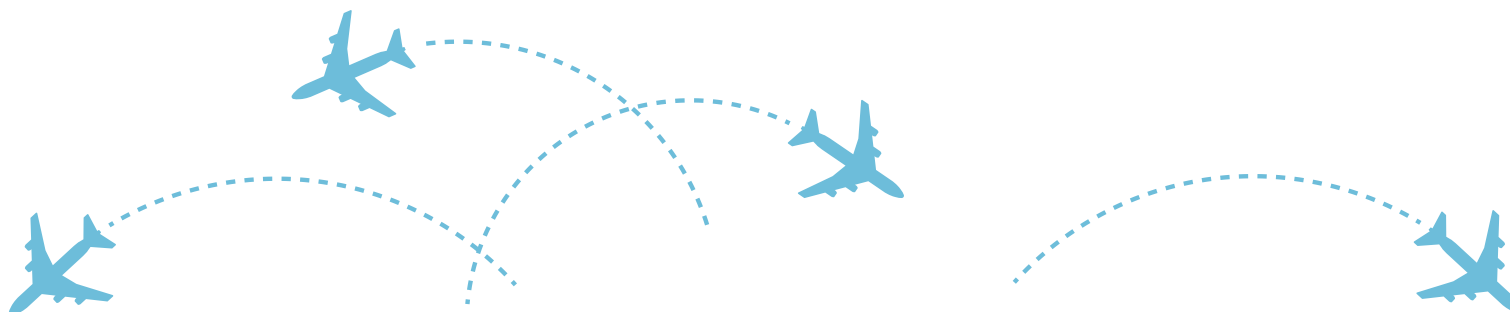




You've heard the scientists, seen the data, read the books and watched the videos. You've listened to Greta Thunberg and to your own conscience, and there's no way round it any more: You're going to have to give up flying. There's just one problem...

You're a management consultant.





In July 2019 we conducted a survey of approximately 100 senior end users of consulting services in the US, to ask them a series of questions relating to consultants' impact on the environment generally, and to on-site working specifically. What they told us has enabled us to build a picture of what it might mean for a consultant to give up flying, which we present here as responses to what we assume would be some of the most pressing questions you'd want to ask.

Fasten your seatbelts, this could get a bit bumpy...*

*Sorry, we'll restrain ourselves from any more corny aviation-related puns.

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We provide advice and custom research services to the world's most successful professional services firms, helping them to identify, and develop strategic responses to, their most pressing opportunities and challenges.

Among other things, our work includes:

- Deep market and competitor analysis
- Acquisition strategy
- Proposition strategy and development
- Brand and client sentiment analysis
- Thought leadership strategy, development, and review

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