

THE VALUE OF A GURU



VALUE OF GURUS

- WHEN TO USE A GURU
- WHAT IS EXPECTED FROM A GURU
- HOW ADVANTAGE IS DERIVED FROM A GURU

CONDITIONS FOR GURU USE

IF YOU HAVE:

- TIME CONSTRAINTS
- CONFLICTING PRIORITIES
- SEGMENTED IN-HOUSE KNOWLEDGE
- INCOMPLETE KNOWLEDGE
- SUBSTANTIVE DISAGREEMENT

CONDITIONS FOR GURU USE

AND THE GURU HAS:

- OBJECTIVITY
- CREDIBILITY
- EXPERTISE
- PROCESS
- RELEVANT/RELATED KNOWLEDGE
- DEDICATED RESOURCES



CONDITIONS FOR GURU USE

AND IF YOUR GURU HAS:

- CONTACTS
- REPUTATION
- PRIOR SUCCESS
- REASONABLE COST



YOUR GURU SHOULD DELIVER A

- FULL COMMITMENT TO PROJECT
- UNDERSTANDING OF THE PROJECT
- THOROUGH WORK PLAN
- INDEPENDENT & CREATIVE THINKING
- PUNCTUAL DELIVERY
- OBJECTIVE PROCESS AND CONCLUSIONS
- SUBSTANTIVE, REALISTIC RECOMMENDATIONS
- ENTHUSIASM ABOUT PROJECT
- BUSINESS PARTNER, NOT AN EXTRA PAIR OF HANDS
- COST CONTROL, REALISTIC BUDGET



THE GURU ADVANTAGE

- EXPOSURE TO OTHER SIMILAR SITUATIONS
- FRESH THOUGHTS AND IDEAS
- ABILITY TO “ARBITRATE” INTERNAL DISAGREEMENTS
- NO ORGANIZATIONAL CONSTRAINTS
- RELEVANT EXPERTISE TO FILL INTERNAL VOIDS
- ACCESS TO UPDATED KNOWLEDGE BASE
- RELEVANT DATA BASES
- OBJECTIVITY
- CREDIBILITY
- INDEPENDENCE



GURU ADVANTAGE

YOUR NEEDS

	HI	MID
HI	<ul style="list-style-type: none">- OBJECTIVITY, CREDIBILITY- KNOWLEDGE, EXPERTISE- PROCESS- RESOURCES	<ul style="list-style-type: none">- COST- REALISM- UNDERSTANDING OF BUSINESS
MID	<ul style="list-style-type: none">- TIME CONSTRAINTS- PRIORITIES- KNOWLEDGE	<ul style="list-style-type: none">- DEDICATED RESOURCES- FULL COMMITMENT