



Manual del consultor de dirección: 1 (Spanish Edition)

Andrés Fernández Romero

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El Manual del Consultor de Dirección recoge la experiencia de su autor como consultor durante más de 45 años en "management", planificación, creatividad, y recursos humanos, básicamente. La primera parte del libro define el papel del consultor, sus cualidades, sus principios, con recomendaciones sobre la preparación de ofertas, la presentación oral y escrita de los informes y propuestas, y el trabajo de diagnóstico, junto con una descripción muy detallada del proceso completo de las acciones de consultoría. Es la parte más conceptual. La segunda parte ofrece una serie de técnicas aplicables en los trabajos de consultoría. Para cada una de ellas indica el contenido, cuándo hay que aplicarla, el proceso de aplicación, un ejemplo, un ejercicio, y unos consejos útiles. Es la parte más operativa. No hay demasiados libros que traten con detalle este tema. Creemos que es una herramienta muy eficaz, en especial para los consultores que inicien su actividad, pero también para los consultores experimentados para contrastar sus ideas y experiencias. INDICE: Los principios éticos del consultor. Las competencias del consultor. El rol del Consultor. El rol del líder. Cómo preparar un informe escrito. Cómo preparar un informe oral. Cómo preparar una oferta de consultoría. Matriz de Igor Ansoff. El modelo de ciclo de vida. Análisis de vulnerabilidad. Matriz de reflexión estratégica. DAFO estratégico. Método ETOP. Método SPACE. Gestión del conflicto. Matriz de Harris. Análisis transaccional. Factores de motivación. La ventana del líder. La gestión del cambio. Ventana de Johari. Matriz de Einsenhower, etc.

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