

## The Greybeard Advisors Difference

Dimension	Greybeard Advisors LLC	Conventional Consultants
<b>Approach</b>	Balanced approach of quick wins and best practices embedding for sustainable results.	Preoccupation with "quick wins" look good on paper but are not sustainable.
	Knowledge transfer from our senior advisors is a priority - enabling client team to build capabilities, and achieve and sustain results on its own.	Few sustainable processes and knowledge transfer left with client.
	Works with the realities of the client's workplace, and careful not to be a disruptive force.	Often, disrupts everyone's "regular job" in bid to ensure that its project is a success.
<b>Talent &amp; Experience</b>	Each senior advisor has a minimum of 20 years as a practitioner in industry. All are former Director, VP/GM, or CPO level.	Junior consultants learn on the job at client's expense.
<b>Breadth of Background</b>	Talent base draws from many leading companies in different industries (we are not alumni of just one or two companies).	Lack of practical perspective, and lack of understanding of how to achieve successful change in different corporate cultures.
<b>Assignment of Personnel</b>	Resumes of senior advisors are provided to client, who has input to their selection for the project being discussed.	Consulting firm assigns consultants with little or no client input.
<b>Range of Service Offerings</b>	Flexible offerings to meet client needs range from complete Assessment & Transformation Plans and supporting advisory services to targeted "a la carte" services.	Often propose/push standard "big package" offerings with little opportunity to target specific areas on an "a la carte" basis when budgets are constrained.
<b>Deliverables</b>	We favor practical, quantifiable objectives that can be tracked, and that relate directly to the client's strategic objectives.	Often vague with questionable "calculations" of benefits.
<b>Client Agreement &amp; Scheduling</b>	Agreement is flexible, reflecting the client's workplace realities, needs and timing. For example, part-time advisors are available on a month-to-month basis.	Agreement is rigid and aggressive, requiring hard commitment to large number of full-time consultants for a defined timeframe (often 6 to 12 months, or more).
<b>Invoicing</b>	Greybeard provides daily detail of time and expenses on a monthly basis. No markup of expenses.	Consulting firms often prefer fixed fee or "success fee" approach, resist providing details on invoices, and marking up expenses is not uncommon.
<b>Value</b>	Due to low overhead, professional fees cannot be matched by conventional consultants. Faster time-to-results makes a compelling value.	Expensive overhead is passed along to client, and drives "billable hour frenzy."
<b>Pricing Approach</b>	Professional fee structure much less costly to the client than so-called "risk free" success fee approaches.	"Success fee" or "contingent fee" approach is much more costly to the client, and often hides high daily rates.