

# The Indie Consultants' Manifesto

## We are consultants.

No... Not that kind of consultant. The one that costs way too much and delivers way too little. The one that heads off just as things are about to get hard. The one with the slide decks and the models and the inspiring stories they read in Harvard Business Review. The one with that know-it-all smirk. The one that continuously reminds you about their MBA. The one that you'd hate to hang out and have a beer with, let alone invite into your office.

We're still consultants. Just a different kind of consultant.

## We are indie consultants.

What does that mean? It means:

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We are small, independent, and generally founder or even employee-owned.

We value real people, over faceless brands.

We charge a fair price, based on the value we bring.

We build partnerships, instead of nurturing dependency.

We love to get stuck in, to see things change, to ride the highs and lows.

We're in this to make things better, not maximise shareholder value.

We work with people who we want to hang out with.

We don't take ourselves or our work too seriously.

We're more about caps and jeans than suits and ties.

We see other consultants as collaborators, not competitors.

We admit when we don't know and try to ask, not just tell.

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We are indie consultants. We're having an awesome time over here.  
Come and join us.

Jim & Jon

