

Council Member Blueprint: Practical Steps to Maximizing the Benefit of being a GLG Council Member

Since 1999, GLG Research has arranged more than one million projects between Council Members and clients. In that time, we have learned a lot about delivering valuable consulting experiences for our Council Members—many of the world’s most demanding and discerning experts. To create this blueprint for consulting in the global marketplace for expertise, we consulted with Council Members and clients to capture their practices and perspectives.

As with all successful relationships, maintaining frequent, open, bidirectional communication is a recurring theme. In that spirit, we are sharing these tips with you to help you achieve the best possible GLG Research experience.

1 Be sure your bio is accurate and up to date.

Your Council Member bio is a vital part of your online reputation within the global marketplace for expertise. Make sure it is up to date and an accurate representation of your experience. Update your bio whenever your employment status or professional experience changes. A great bio is specific and may include descriptions of your past experience. For example try to include descriptions of your past roles and the institutions you have worked for, and any topics, products, or issues on which you have particular expertise.

Be sure that your job history section is consistent with your bio.

2 Proactively manage your consulting identity on the CMP.

The Consulting Management PlatformSM (CMP) is a powerful tool through which you can market yourself within our marketplace. Provide detailed data when updating your profile, search for and apply to open projects, set your availability status, refer colleagues to GLG Research, and write GLG NewsSM. Make sure all your KnowledgeBase questions are answered and that your older responses are updated. These actions help you build and promote your online identity.

We give you the tools to promote yourself—be sure to use them frequently.

3 Be specific when answering questions in your Knowledge BaseSM.

Profile Questions, as part of your KnowledgeBase, are designed to help clients make decisions when selecting Council Members to consult with. Provide thoughtful answers to each question. Be very specific in what you know and how current you are on the topic. Clients see your answers to Profile Questions. Responding with “Yes, see my bio” does not help clients gain a better understanding of your capabilities for their project-specific needs.

Spend a few minutes to provide thoughtful, relevant answers to questions in your KnowledgeBase. It is time well invested.

4 Set a competitive price for your time.

We understand that your time is valuable. Look at the market rate for your area of expertise and set an honorarium competitive with the industry. In this economic climate, clients are conscious of costs. They take hourly rates into consideration when selecting a Council Member to consult with.

Choose an appropriate honorarium for your time that is in line with industry rates.

5 Respond to project invitations promptly.

Because most projects are time-sensitive, a prompt reply to a project invitation is recommended. Accept or decline invitations to projects promptly. Declining a project gives us valuable data that helps us better understand your expertise for future projects. Do not ignore invitations. If you are away from a computer but have access to email, respond directly to the invitation, indicating that you intend to accept the consultation. We also created CMP Mobile to allow you to access the CMP through your mobile device. Go to: councils.glggroup.com/m

Respond to all invites within 90 minutes. Please know that some calls may not occur.

6 Keep consultations client-focused.

Conversation etiquette sometimes lapses—here are a few reminders. Be on time for every consultation. Clients plan for a focused 30-minute call. Consultations with GLG Research clients are not lectures. Don’t ramble—be direct and concise. Pause between thoughts to give clients time to digest and respond. Be a good listener. Focus on each specific question and be deliberate in addressing it. Keep these client expectations in mind to ensure that consultations are productive.

Take a few minutes to organize your thoughts before each consultation.

7 Stay current on your industry.

Clients are current with industry news, as are you. Be prepared to share your unique perspectives related to current events in your industry. Council Members who can discuss how breaking news affects their industry provide the types of consultations that clients appreciate. Do the work to stay current and go beyond published news. It will help you build relationships with clients.

Read and write GLG News Analyses—they are an excellent way to demonstrate your knowledge on issues affecting your industry.

8 Request payment promptly, notify GLG Research of follow-up work.

Payment requests are our only records that a consultation took place. As a best practice, agree on the duration—start time and finish—with the client before concluding the consultation. If possible, request payment through the CMP immediately following a consultation. Per Council Member T&Cs and our client agreements, payment requests submitted after 30 days may not be honored. If a client requests that you provide follow-up information, contact a research professional—follow-up consultations must be scheduled through GLG Research. In some cases Council Members may connect with clients through the new GLG Research Council Member-Client Connections feature on the CMP.

Immediately after the consultation occurs, go to the [“Payments Request”](#) page to submit your payment request.

9 Apply to the Open Projects List (OPL).

The Open Projects List (OPL) is a dynamic and customized list of consulting projects that Council Members can apply to or refer to colleagues. Applying for OPL projects is a great way to increase your visibility. Realize that it may not yield an immediate project, but the information you provide helps build your online GLG Research profile. All responses will be visible to clients and utilized by our systems. We use a search algorithm—the more data you provide, the more information our systems have to search for you.

Visit the [Open Projects List \(OPL\)](#) today and review all the projects you or someone you know might be suitable for.

10 Refer your peers and colleagues to GLG Research.

If you have a colleague that you think would be a good fit for the GLG Research Councils, refer them to us. If you refer colleagues who are paid for consultations through our platform (within six months), you become eligible for monetary compensation.

To learn more about the referral program, go to the [“Referrals”](#) page on the CMP. Start referring other experts to the GLG Research Councils today.

11 Understand the dynamic nature of our Live Meetings.

Given the volatility of the current economic environment, the number of attendees for Live Meetings is subject to change, as are their profiles. It has nothing to do with you, the Council Member. Our clients are time-pressed and have hectic schedules. The audience may be different from what you expected. Be prepared to adjust your content and delivery to reflect any changes in the size or diversity of the audience.

Take a read of the room at the beginning to understand what your audience would like out of the session.

12 Keep compliance and confidentiality top of mind.

Clients do not want confidential information, and are damaged when they receive it. Even inadvertent disclosures may require clients to discard dozens of hours of research and abandon a planned action. Your “Off-Limit” topics are as important to clients as the extent of your knowledge—keep them up to date via the CMP. If you are employed, contact your HR department to find out what you may and may not discuss.

Never refer to conversations you’ve had with other GLG Research clients in previous consultations, not even as “small talk.”