



## Experts & Consultants

What does it take to become a consultant? Well, nothing much, all what you need is to have: nice personality, nice looking suit, good command of English and perhaps an MBA. It is weird to see this number of consulting firms in Jordan and the industry size that is being developed in this sector; however, do these firms have the real experience and knowledge to call themselves consulting firms?

Except for the IT firms, most of the consulting firms are not focused on certain topics to grant them the “consulting” description. It is really amazing to see how one firm works in all sectors of business: ISO, HR, BPR, Operations Management, 6-sigma and change management ...etc. If these firms accept any type of job and all what it does is getting subject experts, or copying from the internet, then I guess that these firms are more into the brokerage business rather than the consulting one.

Another bizarre thing about this business is the age of experts doing the consultation work. A fresh graduate with a maximum of 2 years of experience should by no means be called an expert, especially if he or she doesn't focus on one subject. Unfortunately, this phenomenon is witnessed in all our “consulting” firms. A trick commonly played to boost the marketability of the firm is to work under the umbrella of a foreign firm to give the needed image of professionalism, but still, it is Jordanians who will end up doing the work.

I do wish to read a white paper about any subject at any of the consulting firms' websites. All these websites are congested with the logos of their partners, customers' list, perhaps testimonials and sometimes the owner's photos<sup>1</sup>! None of these items would reflect the real intellectual ability gathered in any of these firms.

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<sup>1</sup> For a proof: check major consulting firms' websites in Jordan