



Building Your Consulting Practice

Can you identify cultural problems, challenges, or puzzles? Can you find solutions by doing background research and fieldwork? Do you enjoy sharing what you learn with others? If so, you might consider opening your own shop as an anthropologist. When problem solving is done using an anthropological perspective, your work will be different—and likely more helpful to your clients compared to say, the run-of-the mill survey approach. The anthropological difference can be your niche, your selling point to attract clients.

Steps for Starting a Practicing Anthropology Business

Step 1: Find Colleagues and Business Partners

While anthropology graduate school is generally a solo enterprise, starting and operating a business requires helpers. Talk to colleagues and friends who are in business. How did they start? Conducting informational interviews with other practitioners or finding a free business mentor or coach through the [U.S. Small Business Administration](#)¹ will help you understand and surmount startup hurdles; similar business startup support is available in nearly all countries. Consider teaming with a colleague as a partner right from the start. If you decide to be what the consulting world calls a “lone eagle” (flying solo), remember that you will need collaborators to keep things running.

Step 2: Assess Your Skills

Be honest about what you can and cannot do well. This self-evaluation will help you think through potential partner(s) for your enterprise. Consider your research and analysis skills. Then focus on your business experience. For example, if you have never done any accounting, marketing, or business planning, then find a colleague, business mentor, or part-time assistant who has the experience that you lack.

Step 3: Translate Your Skills

As you assess your (and your colleagues’) skills, translate your anthropological toolkit into business language. For example, if your anthropological background equips you to understand material culture, learn about consumer products and the lingo of those who make, sell, and repair them. If your background is in medical or biological anthropology, you have already learned some of the terminology of health care, consumer health, and health policy. Archaeologists can put their knowledge and skills to work in business as well: spatial and temporal analysis can be a big help for product manufacturers. Linguists can put their knowledge to work in business and marketing communication or in solving cross-cultural organizational or sales communication problems.



Building The It Consulting Practice

Joacim Rocklöv



Building The It Consulting Practice:

Building The It Consulting Practice Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Building The It Consulting Practice**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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