AICN Newsletter
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LESSONS ON CONSULTING: A THREE-PART YOUTUBE SERIES FOR BEGINNERS

Four years ago, IEEE launched the IEEE Consultants Network subscription service. The main feature of this free service is to provide IEEE members with online networking opportunities with other IEEE consultants. This service has grown to over 6,500 subscribers in four, short years — wanting to learn about becoming independent consultants. While this subscription service is for consultants of all experience levels, we know that the majority of these subscribers are just beginning their journey as independent consultants. Thomas Coughlin, President of Coughlin Associates and IEEE-USA's 2019 President, put together a three-part presentation on “Getting Started as an Independent Consultant” We believe these presentations would be a great resource for those just beginning their consultant businesses. Coughlin first gave this presentation this summer to the IEEE Bangalore Section Consultants Network Affinity Group. He has now made this three-part presentation available on YouTube for all IEEE members.

Not only do these presentations provide great information, but new local IEEE Consultants Networks can benefit from them, as well. This presentation is also a great follow-up to the recent IEEE-USA webinar, The Life of a Consultant. Coughlin has also included his contact information, just in case IEEE members have questions after watching these sessions.

SESSION 1
WHY DO CONSULTING? HOW DO YOU GET STARTED?

(https://youtu.be/elVuvT9daTM)

SESSION 2
RUNNING YOUR CONSULTANT BUSINESS, PART 1

(https://youtu.be/OL3KsISVP5k)

SESSION 3
RUNNING YOUR CONSULTANT BUSINESS, PART 2

(https://youtu.be/XeiDFtmLo0k)

IEEE-USA CONSULTANTS FEE SURVEY REPORT — 2020 EDITION

All findings in this report represent only those IEEE members who identified themselves as self-employed consultants. For purposes of this survey, such participants are defined as the 600 individuals who indicated 50 percent, or more, of their consulting income came from working independently, with partners, or incorporated. The information provided is critical for consultants’ success — such as a general profile of an IEEE consultant; top areas of consultant services; and most importantly, the median hourly rate consultants charge. This Report is one of a kind, and we believe each annual publication should be in the library of all IEEE independent consultants. Purchase the IEEE-USA Consultants Fee Survey Report — 2020 Edition today! Available now from the IEEE-USA Shop: https://ieeeusa.org/shop/careers-compensation/ieee-usa-consultants-fee-survey-report-2020-edition/
LOOKING FOR MORE CONSULTING CLIENTS?

Our friend, Laura Burford, is back creating good content for independent consultants. You may remember Burford from our 2019 IEEE-USA Webinar, *Is Your Focus Your Magic?*, where she discussed the impact of focus on all aspects of your business. This summer she published a *Help Me, Help You* Survey. She wanted to know what consultants wanted to learn about; as well as what delivery medium worked best for them.

What Burford learned is that the topic consultants most wanted to discuss was *How Do You Get More Consulting Clients?* So, the first video from her relaunched Youtube channel addresses that very topic.

“I don’t care if you are new to consulting, or an experienced consultant; just about everyone I know is looking to get more clients,” Burford says. But how? This video includes guidelines, strategies and actions items that you can implement starting today. All of these guidance tools work! You can do all of them, or just one or two. None requires speaking, writing, or purchasing ads.

Burford also notes she will release new videos released every Thursday, on her relaunched Youtube channel, with a focus on more educational videos — on the topics you want to hear about. You can also checkout her *website*.

IEEE REGION II CONSULTANTS NETWORK

Proposal for a New Entity within IEEE Region II

Are you presently, or are you considering, becoming an electrical engineering consultant? If not already, you should visit [https://ieeeusa.org/careers/consultants/](https://ieeeusa.org/careers/consultants/) as a first step. Consider these ideas for taking it further.

Here are three, simple activities common to all consulting efforts:

1. Engaging with a client
2. Pleasing clients with your work
3. Getting paid

The second step is all up to you. A support group, such as a consultants network, can help you learn and hone your skills for steps one and three.

Unfortunately, over the past few years, most of the IEEE Sections within Region II has been able to sustain an active consultants network. A solution to finding a critical mass of interested consultants is to increase the geographical area from which members are drawn. Now is a good time to form a Region II IEEE Consultants Network.

The now-defunct Philadelphia IEEE Consultants Network (CONET) presented these topics at their meetings:

- Legal Aspects: PE Licensing, Incorporation, Tax IDs
- Accounting: Accountants, Bookkeeping, Taxes, Tax Strategies
- Insurance: Professional Liability, General Liability, Medical, Disability, Life
- Administration: How Much To Charge, Quotes, Billing, Database
- Protecting Your Status as a Consultant Versus as an Employee

The 2020 Pandemic has inspired widespread use of remote meetings and video conferences. Let’s form a Region II Consultants Network using remote meetings as a framework, with occasional, live get-togethers.

Any and all who may be interested, please contact me directly: Robert O. Peruzzi. Peruzzi@RPeruzzi.com.
WHY MANAGEMENT CONSULTANTS CHOOSE TO GO INDEPENDENT

The website “consultancy.org” has published an interesting piece on why management consultants in Britain are favoring independent consulting, over working for a consultant management firm. They cite a new study suggesting that despite uncertainty around Brexit, IR35 and COVID-19, independent consultants in Britain have still managed to realize their hopes for improved work-life balance, as well as flexibility around assignments they take. The story can be found at this link.

In addition, the website also provides an interesting story on how COVID-19 is affecting independent consultants around world. It bases that information on a survey taken of almost 1,000 respondents in 20+ countries. Most of the surveyed consultants were outside the engineering industry; however, it still provides a good insight into the initial impact of COVID-19 on independent consultants — internationally and in different sectors. Check out that story at this link.

IEEE-USA’S OCTOBER FREE NEW E-BOOK FOR MEMBERS URGES ENGINEERS: DO YOUR R&D!

At long last, prolific IEEE-USA E-BOOKS author, IEEE Senior Life Member, veteran engineer and educator Harry T. Roman has written an e-book about the discipline where he devoted most of his career: research and development, or R&D. His new IEEE-USA E-Book, Do Your R&D!, comes on the heels of Roman’s more than 550 published scientific papers, articles and monographs, as well as books on a wealth of topics for engineers.

Roman thinks more technical professionals, at all levels, need to enhance their appreciation of R&D — risks and all. Despite it being an expense that can be difficult to quantify — especially in difficult economic times. He believes R&D is nothing less than “technological due diligence.”

“R&D is powerful stuff — the lifeblood of new product development. It is the groundwork for what we consider technologically driven progress,” Roman writes. He points to major companies like Du Pont and 3M, both noted for continuous innovation over long periods of time. However, he also notes that “the business end of a company can have serious doubts about just what needs to be done and financed through R&D.”

IEEE members can download this free new e-book from the IEEE-USA Shop. Go to: https://ieeusea.org/shop/careers/career-resources/do-your-rd/

START AN IEEE LOCAL CONSULTANTS NETWORK!

This Fall, the Alliance of IEEE Consultants’ Networks Coordinating Committee (AICNCC) has embarked on a series of webinars to encourage IEEE Sections to start or restart local consultants networks. The first in this series was “How to Start a Consultants Network”; the second webinar was “The Life of Consultant”; and the third was “How to Keep Your Patent Options Open on a Tight Budget.”

The AICNCC has scheduled the fourth and fifth webinars in this series. On November 12 at 2:00pm please join us for “Professional & Forensic Engineering and Expert Witness Career Progression.” Becoming an expert witness is another way for consultants to expand their practice. Our speaker will outline how you may be able to include expert witnessing in your practice. On November 19 at 2:00pm please join us for “Highlights from the 2020 IEEE-USA Consultants Fee Survey Report.” This will just be a brief overview of the finding from our 2020 IEEE-USA Consultants Fee Survey.

Please join us for these next two webinars and the AICNCC hopes that IEEE consultants are inspired to come together to form local IEEE consultant networks where they can share knowledge and information with their fellow consultants.

Please Note: By the time of the printing of this newsletter “How to Start a Consultants Network” and “How to Keep Your Patent Options Open on a Tight Budget” webinars recording should be posted on the IEEE-USA Archived Webinar page.