

“Consultancy means staying quiet, listening, and making sure you’ve understood”

“In IT, it’s essential to properly understand the client’s logic and that of their business. Consultancy is, above all, about learning to respect three things: staying quiet when the client is speaking to you, listening and writing everything down, then making sure that what you’ve understood truly matches their expectations,” reports Tudor Ivanov, founder of Pulsar Consulting. “You know, close to 90% of IT projects that fail it’s because the supplier fails to understand the client’s needs and expectations.” “I’m aware that I sometimes come across to clients as either pedantic or a bit slow, by constantly asking them to repeat their logic and expectations one more time.

Let’s give ourselves time to understand, rather than charging in headfirst. In that sense, the fact that I’m not a tech geek certainly helps.” Doesn’t the ‘be fast or be dead’ slogan that so many IT gurus like to throw around miss the point, then? “In any case, it’s wrong if you take it too literally. Of course you shouldn’t miss an opportunity for lack of reaction. But we’re not talking in terms of days or seconds either – let’s not exaggerate.”

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