

Hands or Brains?

How to find the right
consultant for your
project

Sol Mesz

Product Strategy Director

KAMBRICA

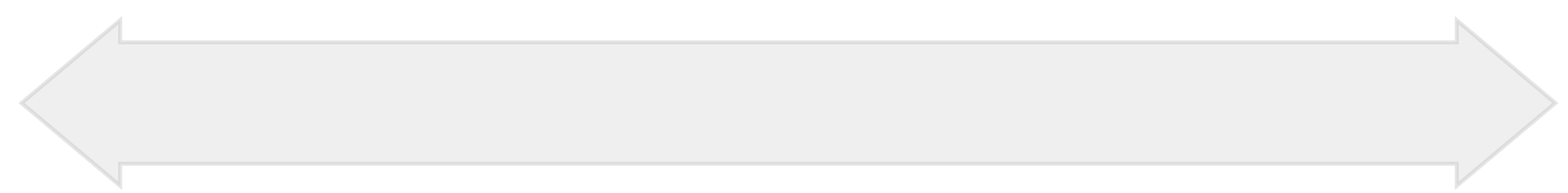




What are you hiring?

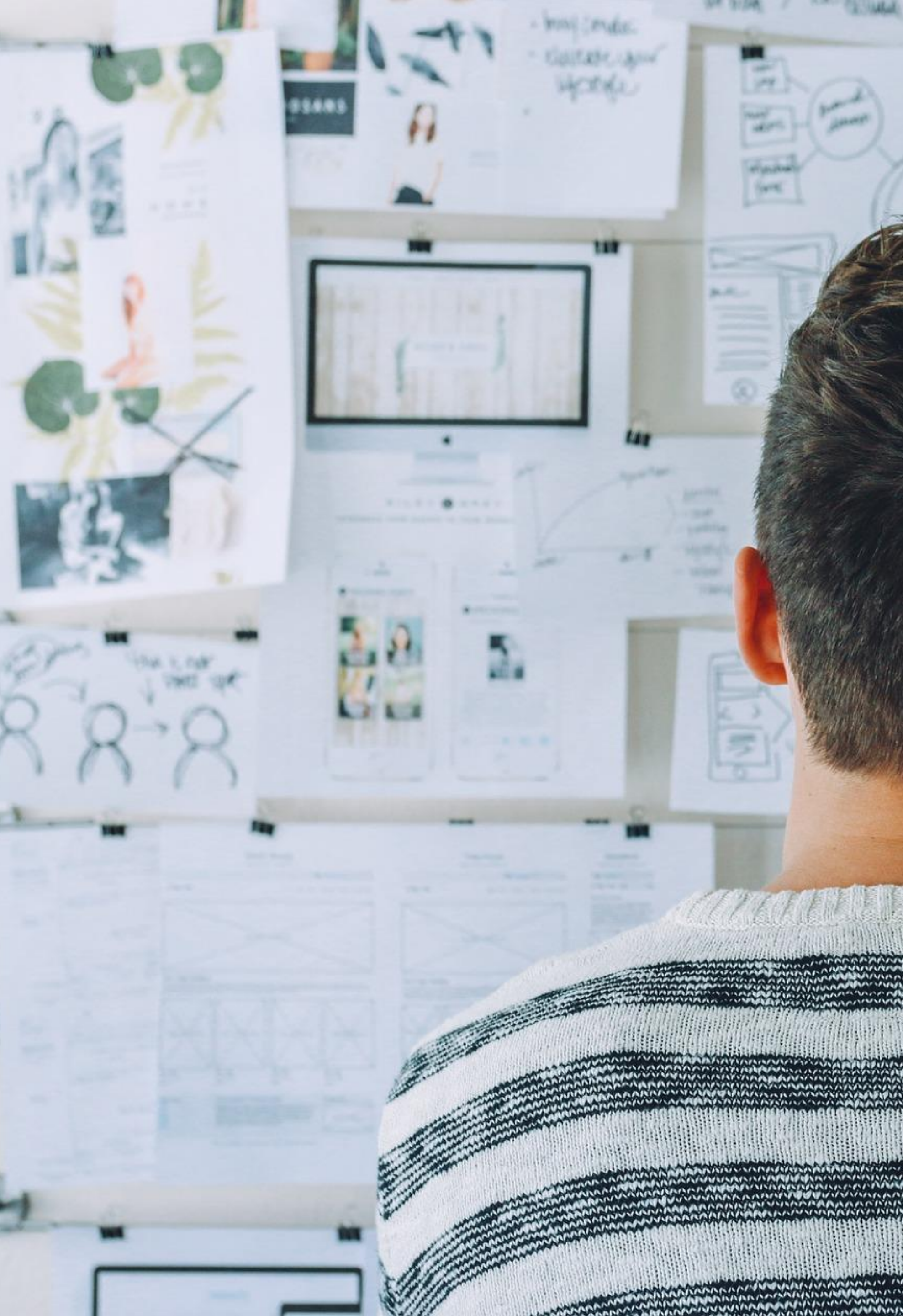
HANDS
You know the problem
Goal: increase output

BRAINS
You don't know the problem
Goal: expertise, skills



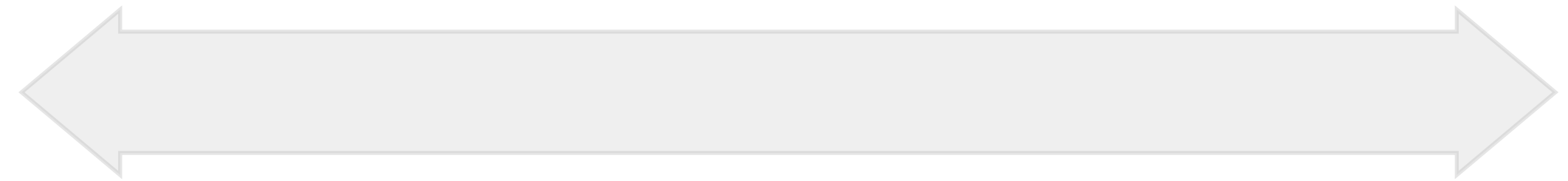
TECHNICAL
CONTRACTING

STRATEGIC
CONSULTING



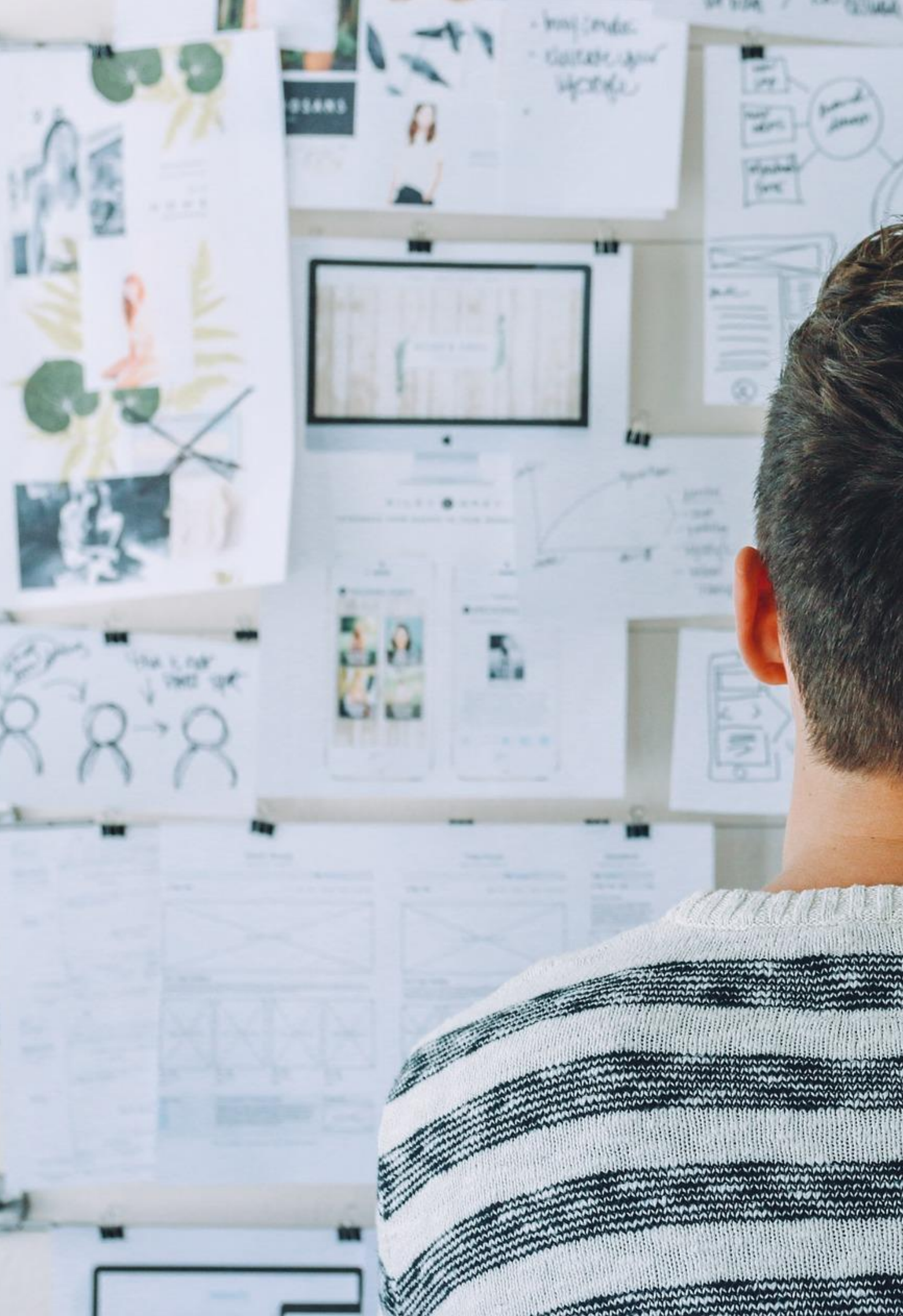
HANDS

BRAINS



TECHNICAL
CONTRACTING

STRATEGIC
CONSULTING



**If you're going to
hire for strategy,
you need to hire
strategically**



How Agencies are typically chosen...

- **Visual impact of portfolio**
Output
- **Industry experience**
It's expertise that matters
- **Price**
May be misleading

3 Qualities to look for when hiring for strategy



#1

Partnership over Vendorship

Partnership over
Vendorship

CHALLENGE

Find a different
solution





#1

Partnership over Vendorship

A vendor provides a service. **A partner delivers value.**



#1

Partnership over Vendorship

A vendor provides a service. **A partner delivers value.**

- Be ready to be challenged
- Do you care about the problem or your solution?



#2

**Value beyond
execution**

Value beyond execution

CHALLENGE

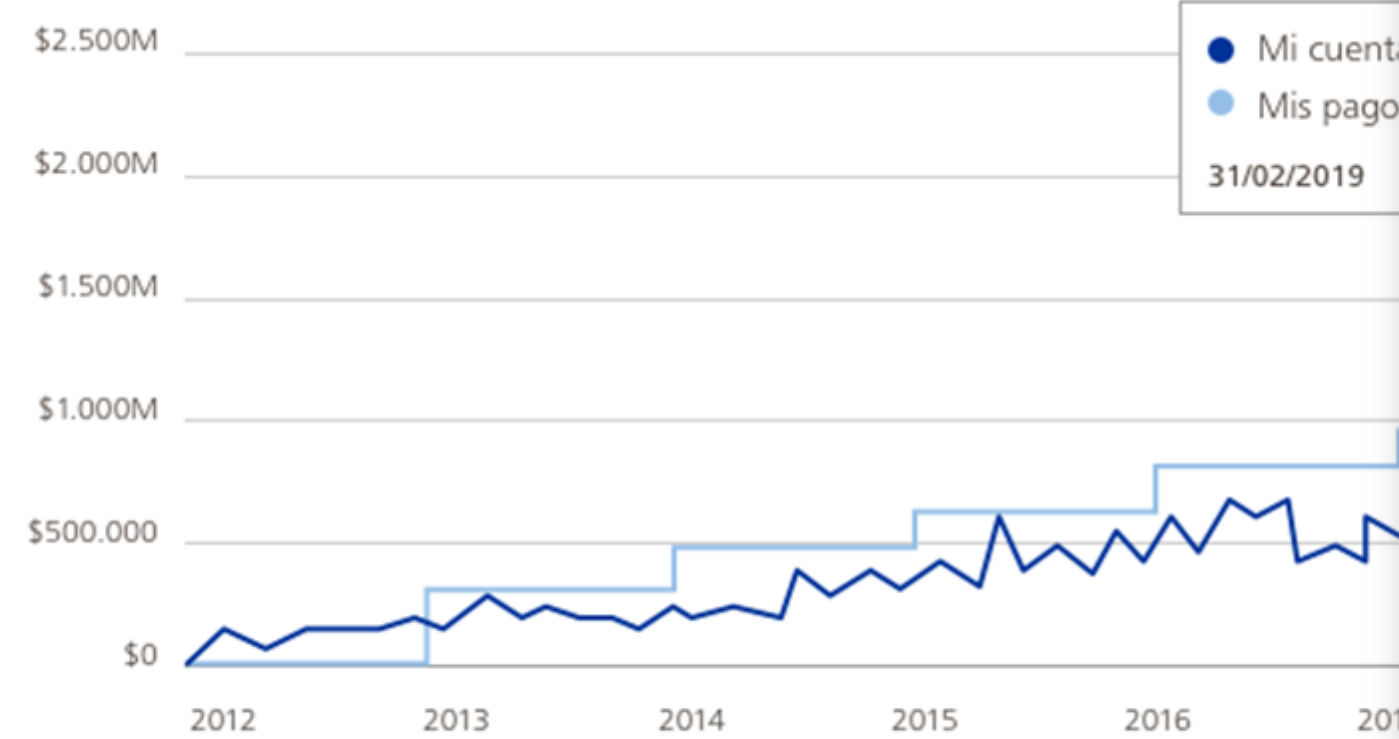
- Build relationships
- Get buy-in from other areas

Saldo de mi cuenta individual

\$1.511.793 | 154.024 unidades

Equivalente a **USD 39.784**

[Ver detalle de cuenta individual](#)



Total acumulado

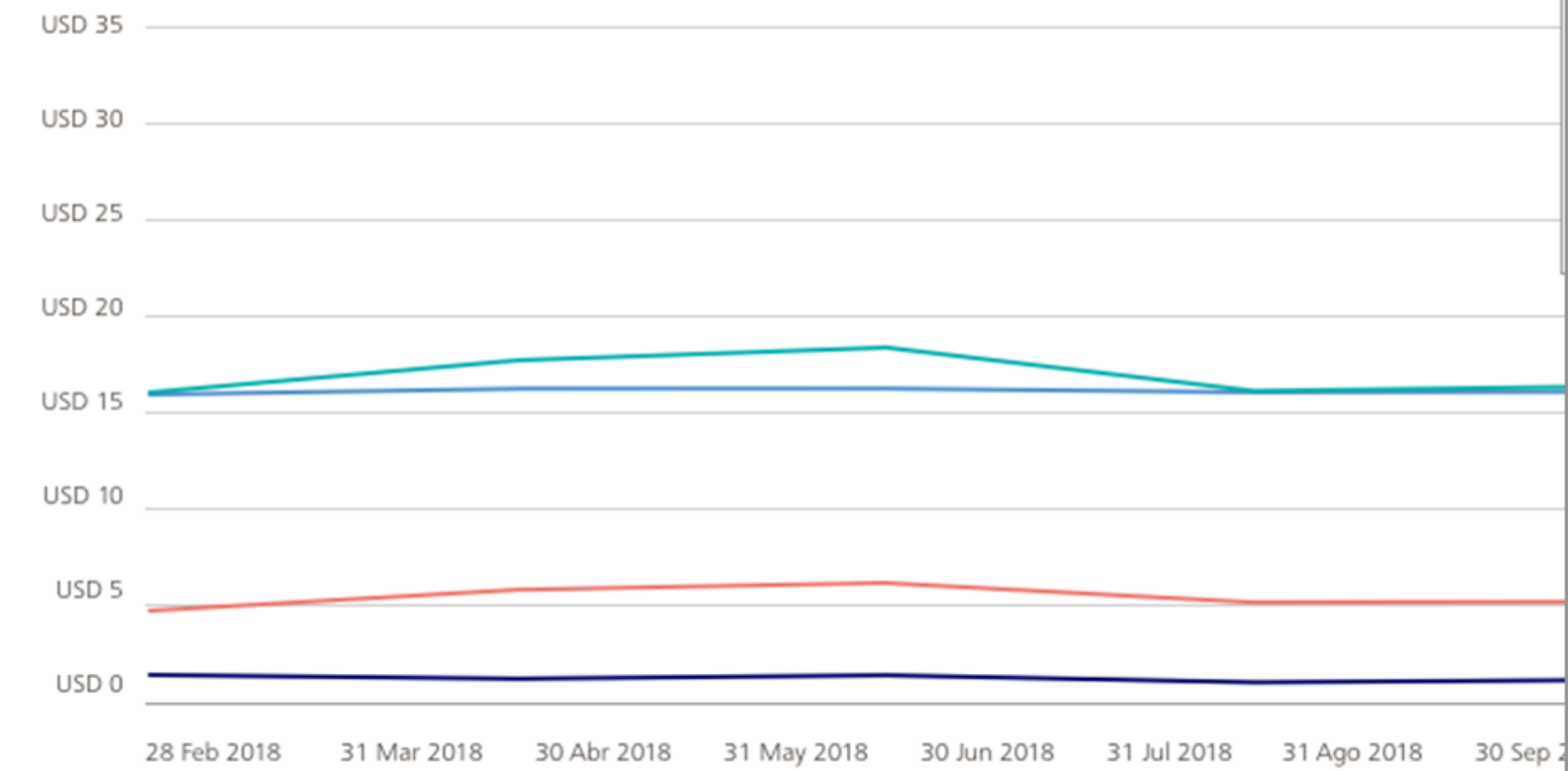
\$1.200.00

Equivalente a **USD 30.0**

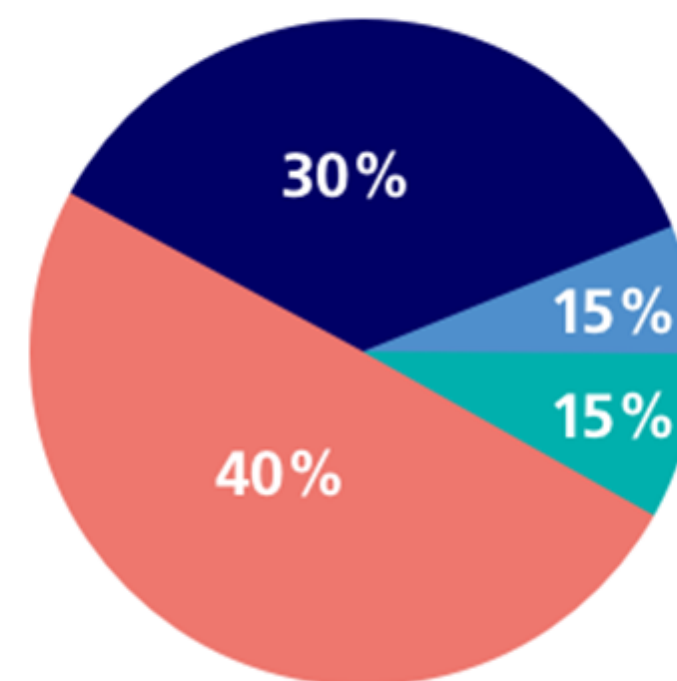
[Ver detalle de pagos](#)

Evolución de los fondos

Ver desde: **28/02/2018** ▼ Hasta: **31/12/2018** ▼ [Descargar en Excel](#)



Fondos de inversión de mi póliza



- 40% Performance dólar B
- 30% Ingreso dólar B
- 15% Seguro dólar
- 15% Long Term dólar

[Ver evolución de los fondos](#)

Evolución del

Período: 2012 / 2018



[Ver detalle de los](#)

Seleccione los fondos que quiera visualizar en el gráfico:

Mis fondos	Todos los fondos disponibles		
<input checked="" type="checkbox"/> Performance dólar B	Unidades: 24,54	Precio por unidad (dolar): 5,58	Total en dólares: 164,81
<input checked="" type="checkbox"/> Ingreso dólar B	Unidades: 25.000	Precio por unidad (dolar): 0,92	Total en dólares: 10.088,98
<input checked="" type="checkbox"/> Seguro dólar	Unidades: 75.000	Precio por unidad (dolar): 17,26	Total en dólares: 16.765,00
<input checked="" type="checkbox"/> Long Term dólar	Unidades: 50.000	Precio por unidad (dolar): 16,42	Total en dólares: 11.227,32
TOTAL	154.024,54		USD 39.784 (\$1.511.793)

[Ver detalle de los fondos](#)



#2

Value beyond execution

**The biggest challenge of a project is
not about building the solution.**



#2

Value beyond execution

**The biggest challenge of a project is
not about building the solution.**

- Develop conditions for project success
- Bridge gaps
- Facilitator



#3

Flexibility

(Big picture thinking)

Flexibility

(Big picture thinking)

CHALLENGE

Client and agency
need to use different
approaches





#3

Flexibility

(Big picture thinking)

Flexibility is about moving together towards the same goal



#3

Flexibility

(Big picture thinking)

Flexibility is about moving together towards the same goal

- Process is not the problem. Problem is failure to look at the big picture.
- Success is not about integration. It is about not sacrificing quality.

How to identify these skills



How to identify these skills

**Look for answers during the interview and
in the proposal**



How to identify these skills

Are you ready to change your initial ideas?

- Provides value from the first meeting
- Challenges your assumptions, provides a different perspective



How to identify these skills

Are you ready to change your initial ideas?

Understand what the solution entails

- Listen for leadership



How to identify these skills

Are you ready to change your initial ideas?
Understand what the solution entails

Aligns with your needs, not your process

- Do they look at the horizon or at the road?
- Do they think in terms of value or service?



How to hire for strategy

- Partnership over vendorship
- Value beyond execution
- Flexibility (big picture thinking)

Muchas gracias!

Sol Mész

Product strategy director

✉ sol@solmesz.com

in [linkedin.com/in/solmesz/](https://www.linkedin.com/in/solmesz/)

M medium.com/@solmesz