The aim of an ideal advisory role is to provide an objective perspective to the client and help it realize the maximum potential from their resources and investments. My ideal role in a Consulting firm would entail designing strategies for clients to support their business objectives in areas such as social marketing, operation models and IT infrastructure. Through continual interactions with multiple teams and senior management, I will lead my team to develop and deliver comprehensive business plans as per client requirements, to ensure support for present and future business models and to define processes to effectively deliver competencies in an organisation.

One of the responsibilities I see for myself is to help formulate business strategies for clients especially for entrepreneurial and mid-tier firms to create a competitive lead for them, nurture innovation, mitigate risks and improve efficiency.

Being from a technology background, I would also create methodologies to apply the rapidly emerging technologies, such as cloud computing and Big Data, and even the evolving legacy technologies to the client’s current business platform, thus creating a sustainable technological environment for the client’s customers.

I will be involved in evaluating, analysing and optimizing current operation of clients after gaining a detailed understanding of all operational sub-functions. I would also be trusted by the client with identifying lucrative investments, be it in IT or any other area, to increase business value.

I would play out the above responsibilities not only for larger corporations but also for start-ups to facilitate them in their growth.