



# How to be a Successful Evaluation Consultant

Online Course

This course provides the opportunity to learn how to establish, manage and maintain a successful evaluation consultancy from a trainer who has effectively managed his own consultancy for more than 15 years. The course considers strategic, technical and management aspects essential for becoming a successful evaluation consultant. Issues such as how to set-up as an evaluation consultant and effectively find work, how to manage customers and to diversify and grow an evaluation consultancy, legal and financial planning issues, setting rates and proposal writing for winning business, as well as efficient project/team management tools are covered in the course.

## Part I: Strategic and Soft Skills

- Setting up an independent evaluation consultancy and finding your niche;
- Marketing channels and how to find work;
- Managing and retaining business – customer management and beyond;
- Delivering evaluation services effectively;
- Diversifying and growing your evaluation consultancy.

## Part II: Management and Technical Issues

- Managing the crucial legal, tax and financial planning issues as an independent evaluation consultant;
- Writing effective proposals for winning business;
- Determining how much to charge: budgeting your consultancy and the project;
- Tools to support a more efficient management of evaluations;
- Managing teams, partners and clients.



## What our students say:

*I would recommend the course especially to newbie evaluators because you get a good insight into the evaluation business within a very short time span. The texts are written in a very easy understandable manner and contain practical tips to attract and retain customers. You get access to information you cannot find in any textbook on evaluation.*

Anita Leutgeb, independent evaluation consultant

## Trainer:

Dr. Glenn O'Neil, an independent evaluation consultant. Over the past 15 years, Dr. O'Neil has built up his boutique consultancy to carry out over 100 evaluations in over 50 countries for some 40 international organisations, NGOs, governments and foundations.

## Course price:

You can take either part separately or enroll in the full course.

Part I: US\$425, Part II: US\$475

Full course (Part I + II): US\$825

To know more and to enroll to the course, please visit: [www.traass.org](http://www.traass.org) or contact us: [contact@traass.org](mailto:contact@traass.org)

