The Association of Consulting Chemists & Chemical Engineers, Inc.

Founded in 1928. Incorporated in New York

Webinar and interactive presentation: 7 p.m. – 8 p.m. EST; December 14th

Leveraging Your Competitive Advantages as a Consultant

by Bruce G. Nilson, CMC

Abstract of presentation

Join us from 7 p.m. – 8 p.m. on December 14th when Bruce Nilson will conduct an interactive webinar as he challenges us to consider how well we leverage our competitive advantages as consultants with our prospects and our clients. After some brief introductions, Bruce will present a few slides on the topic and then lead us in an open discussion that includes the following:

- Rethinking our “elevator speeches” and value proposition
- Avoiding the trap question
- Understanding the differences between our strengths and our true competitive advantage
- Differentiating our services and capabilities from the competition
- How to know if I’m leveraging my competitive advantage(s) with my clients
- Applying what I learned—some possible next steps I can take

Please join from your computer, tablet or smartphone. We will use Bruce Nilson’s Zoom.

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Biography

Bruce is a Certified Management Consultant with 35 years consulting experience to more than 280 clients with a reputation for helping them set and reach their goals through sound strategy and leadership execution. He specializes in facilitating strategic planning, owner/CEO advisory services, leadership development and leadership transitions. His clients represent a wide range of industries including: manufacturing, engineering, design-construction, financial services and various nonprofit organizations.

Bruce Nilson holds a master’s degree from The Pennsylvania State University and has done post-graduate work in business administration. In addition to consulting, Bruce is an adjunct faculty member in two MBA programs where he teaches courses on business and leadership. He is a member of the Institute of Management Consultants, World Future Society and active in several community organizations and his local church. He has been a speaker at regional, national, and international conferences and has traveled extensively throughout the United States as well as Europe, Eurasia and Russia conducting both client and volunteer work.