

*THE*

# PARKLAND

*SMALL BUSINESS QUESTION*

*BUSINESS EXCLUSIVE*

## SHOULD I HIRE A CONSULTANT?



### BIG DECISION.

I mean, probably. That's a tough one and my answer, as a consultant is... it depends. What are you trying to accomplish? Can you do it yourself? Will your business suffer if you turned your eyes away for just a minute? See, it boils down to this.. Can your business thrive without you? If yes, then maybe you don't need a consultant. But then the question becomes, do you have the skills and

resources to learn as you go? People are good at a lot of things but SMEs, also known as subject matter experts, are good at a particular thing and through experience have connected with other SMEs and expanded their network. A good consultant can provide a lot of services, a great consultant has a network.

**Free Advice.** 90% of what you are spending money on should produce measurable results. Consultants included. Period. Good luck out there.