



Introduction to consulting

Course syllabus



Table of contents

1. Course overview	3
2. Treble's consulting journey framework	5
3. Course structure	7
4. Case study	9
5. Course journey	12
6. Detailed syllabus	14
7. Instructor profiles	27
8. FAQ	29
9. Get in touch	31

Course modules

6.1. Introduction to consulting	15
6.2. Understanding client needs	16
6.3. Running successful meetings	17
6.4. Research and analysis	18
6.5. Presenting research outcomes	19
6.6. Storytelling	20
6.7. Content production and visualisation	21
6.8. Strategy and implementation	22
6.9. Quality assurance	23
6.10. Sharing feedback	24
6.11. Presentation skills	25
6.12. Forming a strong project team	26



1. Course overview

1. Course overview: Learn the fundamentals of consulting and acquire a head start in your consulting career

Course summary

Treble academy offers its proprietary internal onboarding systems, used to **rapidly train (within 30 days)** consulting **beginners** to **thrive** and perform in a **consulting** company, or performing consulting work in their industry profession. Through a **self-paced, 12-module** online learning course, young **professionals** and subject matter experts will be **introduced** to the consulting **ecosystem**, its key **players**, and what processes, **tools** and **practices** are used by the **top-tier** experts in the field.

Course objectives

- Upon completion of the course, the student can **practically apply protocols**, tools and processes **to a consulting** project, or in a consulting **environment**
- The student can **perform** essential **consulting tasks** that one can expect as an **entry level consultant** in a top-tier firm
- The student has a **holistic**, long-term **picture** of the art and science of **consulting**, going **beyond solving the case**

Course structure

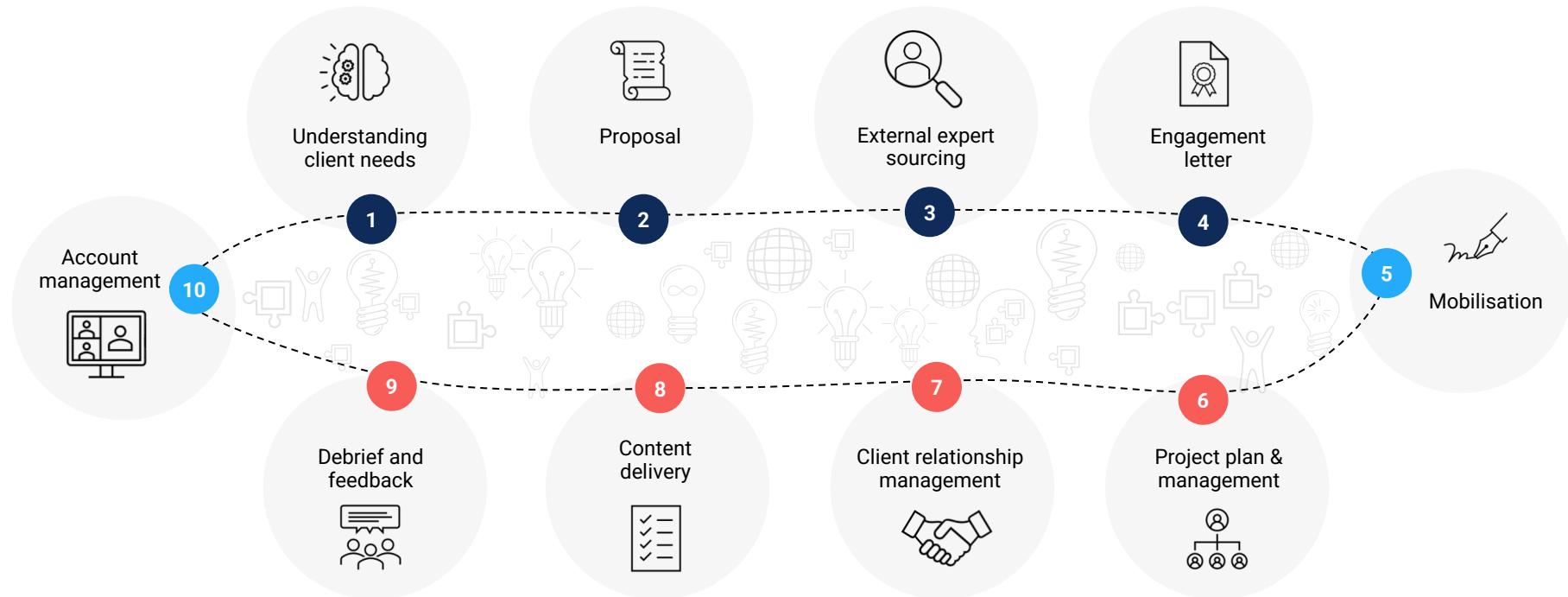
There are **12 course modules**, each with a **video recording**. There is a **case study**, that students can submit for review, and are **encouraged (not required) to complete**. Each course package also **includes** individual **interaction** with an **Instructor**, based on the specific needs of the student (**refer to Get in touch**).





2. Treble's consulting journey framework

2. Treble's consulting journey framework: The 12 academy modules cover the entire journey from an introductory point of view; the modules are not mapped 1-to-1 with the journey elements, yet exhaustively introduce all 10 elements



Side Notes

- This is a generic framework and in some projects, certain steps may be omitted or combined
- The time commitment per step varies greatly
- Steps 6-8 happen concurrently

Pre-project phase

Project phase

Transition

3. Course structure

3. Course structure: The core contents of this course are structured in 12 modules and include a case study

Course contents

Below is a summary of each module's name and sequence. The modules should be taken sequentially, from 1 to 12. Each module includes a video and presentation and can be accessed in our academy portal. The case study (introduced in the next page) can be started at any time after Module 1.

NR		NR	
1	Introduction to consulting (+ case study)	7	Content production and visualisation
2	Understanding client needs	8	Strategy and implementation
3	Running successful meetings	9	Quality assurance
4	Research and analysis	10	Sharing feedback
5	Presenting research outcomes	11	Presentation skills
6	Storytelling	12	Forming a strong project team



4. Case study



4. Case study: Applying key learnings by mirroring a real consulting environment

Purpose

To make the most out of Treble Academy's training program, we encourage all students to attempt and complete **the case study, a 16-page document** which can be **downloaded** on our **academy website**. A completed and submitted case study is required for final review in order to obtain the **Treble Academy Certificate**.

Function

Treble academy students are **encouraged (but not required)** to **complete** the **case** study **within 30 days** of starting, to mirror the real onboarding time of Treble consultants. The case study aims to provide a playing and testing field where most if not all of the consulting journey elements are needed. Either solo or in a team of your choice, follow the consulting journey through the case study and **get** real consultant **feedback** on your work as you progress and submit your final deliverable!

Description

The case study is a **project brief document**, outlining key project information such as background, objectives, key activities, and deliverables required, is if it would come from a real client tender (consulting opportunity). The case changes on a seasonal basis, with the current theme being around supporting a hospitality operator.

What is expected of me?

You are encouraged (but not required) to submit a presentation to academy@wearetreble.com upon completion of the course. The presentation should reflect your understanding of the client's needs, corresponding analysis and recommendations, in 10-15 slides, and format and layout of your choice.



4. Case study: Strategy and approach

How is a typical consulting report structured?

Although it depends on scope and industry, in a typical consultant report, a common table of contents consists of:

- a) **Background and purpose** of study (including key parties consulted and key data sources used)
- b) **Baseline assumptions** (what do we assume that's true about the project?)
- c) **Executive summary**
- d) **Chapters 1, 2, 3...** etc. based on the specific work streams in the RFP (in the context of our current case study: 1. External and 2. Internal Assessment, 3. Competitive Scan and Asset Mix recommendations)
- e) **Limitations and next steps**
- f) **Appendices**

What should my presentation structure look like when writing the report?

To simplify and adapt for a solo student, we **recommend** the following **components** as a structure of your **10-15 slide deck**:

- a) **Background, purpose**, key parties and **data** consulted – 1 slide
- b) **Baseline assumptions** (what do we assume that's true about the project?) – 1 slide
- c) **Executive summary** – include all case-specific analysis, recommendations and conclusions here – 2-3 slides per work stream or 10 in total
- d) **Limitations and next steps** – 1 slide
- e) **Appendices** – remaining resources and documentation

Are there any further instructions, more detailed guidance, or what if I need help?

In consulting, you are expected to demonstrate independence and leadership in dealing with ambiguity. Your instructors are happy to answer any questions or help you if you are stuck, but will not hand hold you or proactively approach you for guidance. We are an email away from helping you out, if you need us: academy@wearetreble.com. Follow the training videos, experiment and improvise!



5. Course journey

5. Course journey: After going through the course syllabus (you are here), you should next tackle Module 1 (Introduction), and thereafter use one of the two recommended strategies

How should I approach this course to make best use of its contents?

The **self-paced** nature of the program allows for **freedom** and **customization** from the side of the learner. Treble Academy's instructor team recommends that first and foremost, the **student assumes the role** of a newly hired **consultant**, who is **gradually exposed** to the consulting journey and environment over a **30-day** period. With those assumptions in place, the learner can start working on the case study **as early as** completing **Module 1, or Module 2**, applying the learned practices and skills learned from the training modules into the case study assignment. **Alternatively**, the student may choose to **first complete** the training **modules** once, **then approach** the **case** study and review the learned content in increments.

Two common strategies of taking the course

A “On the job training” simulation



B Learn first, apply next



6. Detailed syllabus

6. Detailed syllabus - Module 1: Introduction to consulting

Module description

This introductory module provides an **overview** of the consulting **industry** and the essential **skills** required for **successful** consulting. In this session, you will learn about consulting as a **concept** and **career**, get to know the consulting **journey**, and understand the roles and qualities involved.

Learning objectives

- Understand **why consulting** exists, who the key providers are and what the benefits and disadvantages of a career in consulting are
- Understand the sequence of efforts involved, from the **start** to the **conclusion** of a **consulting project**
- Understand the typical **structure** of a consulting **team** and the **qualities** and roles of each team member

Topics covered

- **What** is consulting?
- Consulting **projects** explained
- The **role** of a consultant
- Key consulting **skills**
- Overview of the consulting **process**



6. Detailed syllabus - Module 2: Understanding client needs

Module description

In this session, you will learn about **identifying** the different **types of clients** as well as how to map the ecosystem around and take action accordingly. You will understand the **importance of client needs** in consulting and learn how to effectively **gather** and **analyse** client **requirements**.

Learning objectives

- Gain a **deep understanding** of the **requirements** of all **stakeholders**, with particular emphasis on the client, through attentive and **active listening**
- Understand the various **ways** the client **needs** can be **identified**, and how to map the wider context of the client needs
- Recognize the significance of **gathering** client **information** and any pertinent **documents**

Topics covered

- **Importance** of understanding client needs
- **Techniques** for gathering client information
- **Analysing** and prioritizing client requirements
- Industry **examples** and practical tools



6. Detailed syllabus - Module 3: Running successful meetings

Module description

In this session, you will **learn** how **meetings** are conducted in a **business environment** and what **processes** are attached to these meetings. Learn how to **plan**, **conduct**, and **follow-up** on successful meetings with clients and stakeholders.

Learning objectives

- Understand the **etiquette** attached to meetings, how they benefit the overall structure, clarity, and professionalism of meetings
- Learn **how to engage**, and **maintain engagement** during meetings whether in person or online
- Understand the different **roles** present in meetings and how they **influence** and **contribute** to the overall structure and effectiveness of a meeting

Topics covered

- **Planning** and **preparing** for meetings
- Effective **communication** during meetings
- **Handling** difficult situations and **conflicts**
- **Follow-up** and action items



6. Detailed syllabus - Module 4: Research and analysis

Module description

In this session, you will **learn** that the way **research** is led and the **level of depth** of the outcoming analysis is dependent on numerous contextual **factors**. **Develop** skills in conducting thorough **research** and **analysis** to support consulting projects

Learning objectives

- Understand **who** wants to gain a deeper understanding on certain questions as well as the **why** of their demand and how to best achieve their wishes
- Understand the importance of the **research protocol** when attempting to test a hypothesis
- Understand the **differences** between **professional assumptions**, **primary** and **secondary research** and their individual use cases in consulting

Topics covered

- **Purpose** and importance of **research** in consulting
- Developing **research protocols**
- Conducting **primary** and **secondary research**
- **Analysing** and interpreting **data**
- **Presenting** research **findings**



6. Detailed syllabus - Module 5: Presenting research outcomes

Module description

In this session, you will **learn** about the importance of **correctly presenting data** for readability and professional reputation while trying to adapt each type of data to the best possible visualisation. **Adopt** the **best practices** for **presenting** research findings clearly and **effectively**.

Learning objectives

- Comprehend the different **stages** in the **development** of findings and the **intent** behind **presenting** them to the reader
- Recognize the **significance** of presenting content in a **visually** comprehensible manner
- Understand the wide **diversity** of **charts** and **data** representation as well as their most suitable use

Topics covered

- **Structuring presentations** for maximum impact
- **Visual representation** of data
- Techniques for **engaging** the **audience**
- Practical exercises and **examples**



6. Detailed syllabus - Module 6: Storytelling

Module description

In this session, you will **discover** the significance and **advantages** of **storytelling**, actively participating in practical examples to deepen your understanding of the concept. **Understand** the **role** of **storytelling** in consulting and how to **craft compelling narratives**.

Learning objectives

- **Understand** the purpose of **storytelling** and the **importance** it holds within a presentation
- **Learn how** a **message** can be **conveyed** in a more attractive and clear manner to the reader
- **Create** compelling **storylines**

Topics covered

- **Importance of storytelling** in consulting
- **Elements** of a good story
- **Techniques** for creating **compelling** storylines
- Practical exercises and **examples**



6. Detailed syllabus - Module 7: Content production and visualisation

Module description

In this session, you will learn how to optimally and **effectively create content** to a level that meets a top consulting firm's standards. Grasp the **key concepts** on how to **produce professional** and visually appealing consulting **deliverables**.

Learning objectives

- Understand how to **efficiently** and **accurately answer** the client's key **requests**
- Comprehend the art of delivering a message with **professional clarity**
- Understand how to **build** a memorable **deliverable** and create a difference

Topics covered

- The **art** and **science** of **creating slides**
- **Structuring** and **organizing content**
- Visual aids and their effective use
- **Review** and quality **control processes**



6. Detailed syllabus - Module 8: Strategy and implementation

Module description

During this session, you'll **learn** more about **crafting strategies** derived from conducted research, along with a **step-by-step roadmap** for **constructing practical** and **actionable solutions**. Gain insights into strategic planning and effective implementation of consulting projects.

Learning objectives

- **Discover** the vital **role** of developing a clear mission, vision, and guiding principles to achieve the desired state
- **Comprehend** the different **stages** of the **strategic process** and grasp how each phase is subdivided into smaller, measurable steps
- Gain **insights** from **practical** examples on how to **apply** the knowledge and **construct** a **strategic roadmap**

Topics covered

- **Strategic planning** processes
- **Implementing strategies** successfully
- Monitoring and **evaluating progress**
- Practical exercises and **examples**



6. Detailed syllabus - Module 9: Quality assurance

Module description

In this session, you will learn about the **impact of quality** levels on **stakeholders**, as well as the different dimensions and practices leading to quality. Ensure the highest quality in consulting deliverables through systematic quality assurance processes.

Learning objectives

- **Understand** the **impact quality** has on various levels and aspects of consulting
- **Learn** how to **ensure quality** throughout the production and delivery process
- Understand the different aspects and **practices** in which quality matters

Topics covered

- **Importance of quality** assurance
- **Setting** quality **standards**
- **Conducting** thorough **reviews** and checks
- Ensuring **consistency** and accuracy



6. Detailed syllabus - Module 10: Sharing feedback

Module description

In this session, you'll **explore** the **significance** of **offering feedback**, delve into the best practices for providing it, and explore various **methods** of delivering **feedback**. Develop skills in giving and receiving **feedback** to enhance team **performance** and project outcomes.

Learning objectives

- Understand the **benefits** of **giving** and **receiving feedback** for the development of one's career
- Understand the **plurality** and **multiplicity** of **feedback models** and the different conditions required to prefer a model over another
- Understand the **importance** of the **atmosphere** in which feedback is given on its reception and interpretation

Topics covered

- **Importance** of **feedback** in consulting
- **Techniques** for providing constructive feedback
- **Receiving** and **acting** on feedback
- **Practical exercises** and role-playing



6. Detailed syllabus - Module 11: Presentation skills

Module description

In this session you will learn about the **importance** of **presenting** and the positive **outcomes** of a successful **presentation**. Improve presentation skills to **deliver clear** and engaging **presentations** to clients and stakeholders.

Learning objectives

- **Understand** the **importance** and the **rationale** of **presenting**
- **Identify** the **needs** of different types of **audiences** and **adapt** the presentation accordingly
- **Learn** how to **present effectively**

Topics covered

- **Planning** and **structuring** presentations
- **Techniques** for **engaging** the audience
- **Visual aids** and their effective use
- **Practice** sessions and feedback



6. Detailed syllabus - Module 12: Forming a strong project team

Module description

In this session, you will **distinguish** between the different **dynamics** that can **govern** a **team** and how to **become** an **efficient contributor** thanks to a deepened understanding of its structure. Learn how to **build** and **manage** effective project **teams**.

Learning objectives

- **Visualise** the importance of **healthy team** and **manager dynamics** and how to **optimise interactions**
- Discover **best practices** of a team contributor and understand how to **best support** a **manager**
- **Understand** the **perspectives** of **managers** and executives to capture why certain things take place

Topics covered

- **Roles** and responsibilities within a project team
- Team **dynamics** and interaction
- **Techniques** for maximizing team **output**
- **Managing** team **performance** and **conflict**



7. Instructor profiles

7. Instructor profiles

Meet your instructors

Treble Academy's instructors are all **practicing consultants**, involved in some of the **largest** consulting **projects** in their respective fields. Our instructors also regularly teach as visiting lecturers in some of the top universities in the world. Combining years of **consulting** and operational (**industry**) **experience**, **didactic** (teaching) **skills** and a deep **understanding** of **learning** models, the instructor team brings the right blend of competencies to assure you that you are in good hands, when exploring consulting. Our instructor team regularly **mentors** and coaches in **international** student **competitions** (such as the Sustainable Hospitality Challenge) and knows how to work with Gen Z and high-potential individuals.



Kristian Nenchev
Partner & Instructor

 [Connect](#)



Luca Faesch
Partner & Instructor

 [Connect](#)



Ellen Schmid
Partner & Instructor

 [Connect](#)

Endorsements and qualifications



8. Frequently Asked Questions (FAQ)



8. Frequently Asked Questions (FAQ)

Q: Are there fixed dates for the course's start and end?

A: The course is **self-paced**, can be started and finished at any point after purchasing. **Instructors challenge** students to **complete** the course **within 30 days**, the official time that Treble uses to onboard its new joiners.

Q: Is there a graded exam in the end? How do I know if I pass?

A: This is an **introduction course without** an **exam**. It is meant to **educate**, yet **inspire** the student to **enjoy consulting, appreciating** it as an **art** and **science** with an **infinite skill ceiling**. Examination and grading would work against that.

Q: What makes this course different than its competitors?

A: This course took close to **2 years to develop**, aimed to **set the “gold standard”** when it comes to **consulting training**. What makes this course unique and different is a) its scope goes far **beyond case** solving, where most consulting courses are focused at b) it is **used in real life** to onboard Treble's new consulting recruits, adding validity and practicality to the program c) it is **reviewed** and co-created with an **industry board**, comprised of top-tier consultant firm members, to ensure practicality and credibility.

Q: Does that mean that because it's a self-paced course, I won't have contact with the academy instructors?

A: You can always reach out to academy@wearetreble.com for help, but there are no requirements or expectations as to instructor contact.

Q: Will this course help me get a job in consulting? Is it worth it to take this course if I already have a consulting job?

A: We know for a fact that this program adds an **edge** to any candidate pursuing a **career in consulting**. Upon completion, the candidate receives a **certificate**, showcasing all major **competencies acquired**, and how that helps the hiring team. Treble challenges existing, practicing consultants to take the course if they feel they can strengthen their fundamentals



9. Get in touch



9. Get in touch

Need help? Have a question? Want to give us feedback?

Send us an email at academy@wearetreble.com

We look forward to hearing from you!

I am interested in further developing myself as a consultant, what should I do?

Treble Academy's **vision** is to **expand** and extend the training that it offers. If there is a specific topic or area you wish to further learn about, send us an email and give us feedback! **Next** on our production **roadmap** are:

- a) **Advanced demonstration-based seminars** sessions around key topics -> Structuring presentations, Powerpoint mastery, Storytelling etc. -> gain invaluable insights by **shadowing** our **consulting experts** as they perform **core** consulting **tasks**
- b) **Industry-specific masterclasses** -> As Treble's Consulting practice specializes in **Tourism, Hospitality and Retail**, we are developing training content in line with industry standards for those looking to expand their industry-specific know-how
- c) Community events, mentorship and coaching -> reach out to academy@wearetreble.com if you are looking to meet like minded individuals or if you seek authentic consulting mentorship and coaching





Thank You

