

# Inaugural Urwick Lecture 11<sup>th</sup> September 2017



The Centre for Management  
Consulting Excellence

## How Management Consultancies Change their Reputation

Management consultancy is a reputation business; the capacity to win clients and attract talent depends enormously on a practice's reputation. The Urwick Prize for 2017 has been awarded for research that shows effective ways in which consultancies can build and manage their reputation.



The Urwick Lecture is new to WCoMC's calendar and will be held jointly with the Centre for Management Consulting Excellence, the newest initiative of WCoMC, bolstering the knowledge sharing and networking within the consulting profession. The lecture follows directly on from the award of the Urwick Prize. It provides a platform for the successful research team to explain their findings and discuss their current areas of research. The lecture will be challenging and engaging for consultants and clients alike, particularly as reputation is a key criterion for selecting a suitable consultancy.

The Lecture will be held on 11th September at the Warwick in London campus, Stanley Building, 7 Pancras Square, London N1C 4AG. Tea will be available from 6.00pm before the lecture starts at 6.30pm, after which there will be a buffet reception, offering plenty of opportunities for discussion, debate and the exchange of ideas.

Tickets: £35 Booking opens shortly at [www.wcomc.org](http://www.wcomc.org)

The Urwick Prize is awarded annually for an outstanding recent piece of research relevant to management consultancy published in the UK. This year it has been presented to Professor William Harvey, Exeter Business School, Professor Timothy Morris, Saïd Business School, University of Oxford, and Dr Milena Mueller Santos, Kellogg College, University of Oxford, for their paper "*Reputation and identity conflict in management consulting*".

Their research addresses how the tension between how consulting firms see themselves and how their clients see them can be successfully managed through reputation management techniques. It goes on to provide practical insights into how this might be done by high quality consultant teams, demonstrating thought leadership, and by supporting clients beyond the strict terms of the contracted work.

Professors Harvey and Morris will be the speakers at the lecture, which will be of wide interest not only to consultants, but also to users of consulting services, who often need to rely on reputation as a criterion for consultant selection and use.



The focus of the short lecture will be to discuss what reputation is and why is it important in management consulting. The lecture will also discuss how to overcome identity and reputation conflict, how to sustain multiple and conflicting reputations and how to manage reputation change in professional services. One example will explore how artificial intelligence and other machine learning technologies impact upon the role of consultants and their relationship with clients, and how consulting firms are adapting to these challenges.