

MANAGEMENT CONSULTING PROPOSAL

Prepared by: [Your Consulting Firm]
Date: [Date]
Prepared for: [Client Organisation]
Confidential

EXECUTIVE SUMMARY

[Client Organisation] faces a critical inflection point: [describe the core business challenge in 1-2 sentences]. Without a clear strategy and structured execution plan, the risk of [negative outcome] is significant.

[Your Consulting Firm] proposes a [X]-week engagement to diagnose the root causes, develop a prioritised roadmap, and put the right operating model in place to achieve [Client Organisation]'s goals. Our recommendations will be evidence-based, practically grounded, and built for sustainable impact — not shelf-ware.

SITUATION ASSESSMENT

Based on our initial conversations and publicly available information, we observe the following:

Opportunities:

- [Opportunity 1]: [Brief description and potential impact]
- [Opportunity 2]: [Brief description and potential impact]
- [Opportunity 3]: [Brief description and potential impact]

Challenges:

- [Challenge 1]: [Brief description and risk if unaddressed]
- [Challenge 2]: [Brief description and risk if unaddressed]

These findings will be validated and deepened during Phase 1 of the engagement.

SCOPE OF ENGAGEMENT

This engagement is structured across three phases:

Phase 1 — Diagnostic (Weeks 1-3)

Deep-dive analysis of the current state across [relevant dimensions — e.g. operations, commercial, technology, people]. Stakeholder interviews (up to [X] individuals). Output: Diagnostic report with prioritised opportunity areas and a clear problem statement.

Phase 2 — Strategy Development (Weeks 4-7)

Development of strategic options and evaluation against agreed criteria. Financial modelling of each scenario. Leadership workshops to pressure-test and refine recommendations. Output: Strategy document with clear recommendation and business case.

Phase 3 — Roadmap & Implementation Planning (Weeks 8-10)

Translation of strategy into a 12-18 month implementation roadmap. Identification of quick wins, dependencies, and resource requirements. Change management considerations. Output: Implementation roadmap and governance framework.

TEAM STRUCTURE

Engagement Director: [Name] — [X] years consulting experience, specialising in [sector/domain]
Senior Manager: [Name] — [brief background]
Analyst: [Name] — [brief background]

We operate with lean, senior teams. You will not be handed to junior staff.

APPROACH & METHODOLOGY

Our approach is built on three principles:

1. Evidence-first: Every recommendation is grounded in data and stakeholder insight — not assumptions or generic best practice.
2. Collaborative: We work alongside your team, not above them. Your people know your business; we bring the frameworks and outside perspective.
3. Pragmatic: We design for implementation. If a recommendation can't be executed with your current resources, we redesign it until it can.

DELIVERABLES

- Diagnostic report (Phase 1)
- Strategic options paper with evaluation matrix (Phase 2)
- Board-ready strategy presentation (Phase 2)
- Financial model (Phase 2)
- 12-18 month implementation roadmap (Phase 3)
- Governance framework and decision rights matrix (Phase 3)
- Final engagement readout with the executive team

TIMELINE

Weeks 1-3: Phase 1 — Diagnostic
Weeks 4-7: Phase 2 — Strategy Development
Weeks 8-10: Phase 3 — Roadmap & Implementation Planning

Week 10: Final readout and handover

Total engagement: 10 weeks

INVESTMENT

Phase 1 — Diagnostic: £XX,XXX
Phase 2 — Strategy Development: £XX,XXX
Phase 3 — Roadmap & Implementation: £XX,XXX

Total Engagement Fee: £XX,XXX

Expenses (travel, accommodation) charged at cost, capped at [X]% of fees. Invoiced monthly in arrears.

Indicative ROI: Based on comparable engagements, clients have achieved [X]x return on consulting fees within 18 months of implementation.

WHY [YOUR CONSULTING FIRM]

Sector expertise: We have completed [X]+ engagements in [Client's sector] in the past 5 years.

Independence: We have no implementation arm, no technology partnerships, and no incentive to recommend anything other than what is right for your organisation.

Track record:

- [Client A]: Delivered £[X]M in identified savings over 12 months
- [Client B]: Restructured [function] reducing operating costs by [X]%
- [Client C]: Supported [X]% revenue growth through market entry strategy

References are available on request.

TERMS & CONDITIONS

This proposal is valid for 30 days from the date above. Work will begin within 10 business days of signed agreement receipt. [Your Consulting Firm] operates under standard terms and conditions (attached).

NEXT STEPS

To proceed, please:

1. Confirm acceptance of this proposal in writing
2. Sign the engagement letter
3. Schedule the kick-off meeting with key stakeholders

We look forward to working with [Client Organisation].

[Partner Name]

[Your Consulting Firm]

[Email] | [Direct Line]
