

Welcome ...

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This month's editorial was written by Kanan Barot, Third Warden of the Worshipful Company of Management Consultants (WCoMC) and Chair of the WCoMC Membership Committee. In her piece, Kanan speaks about digital natives and digital immigrants, and reflects on the role of the COVID pandemic in making the imbalance in digital competences between different groups even more evident.

We also remind you of [our upcoming virtual Showcase](#) that will take place in a few days on 22 April and will focus on mindfulness and its beneficial impact on our profession. We also share details of the upcoming [WCoMC Education Lecture](#) that will be held virtually on 19 May.

[The main feature in this edition](#) is part of our 'Academic Viewpoint' series and was written by Chris Owen, Senior Teaching Fellow, and Krishna Balthu, Teaching Fellow, both of Aston Business School. The piece discusses whether there is an opportunity to rethink the role of academic researchers as trusted advisors and problem solvers, as an alternative to commercial consultants. We continue with a [synopsis of our March Showcase](#) 'How To Be An Excellent Client' that includes the key takeaways emerging from the discussion and from our recently-launched research report: 'Consultant Value Add: Maximising Value from your Management Consultant'. For the first time, we also share a short [video summary](#) of the event.

As usual, in our '[In Brief](#)' section we suggest articles and podcasts on current topics, including reflections on the post-pandemic work environment, the future of thought leadership and insights of a new survey on the labour market in the UK consulting sector. In addition, we are pleased to introduce a new series of articles written by Calvert Markham, former Director of the Centre, that provides basic guidance on starting and running a consultancy business. [The first instalment](#) focuses on the importance of defining the service that the consultancy business will sell.

In our '[From our LinkedIn](#)' page, we share two recent posts on the topics of mindfulness, stress and burnout while in this month's blog, '[In praise of the devil's advocate](#)', Calvert Markham writes about the importance for each organisation to seek out devil's advocates. Finally, we publish [the commentary to the seventh in our series of Dilemmas](#), 'A question of integrity' in which our fictional consultant, Antonia, had to face yet another ethical dilemma.

The Newsletter Editor

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*The Worshipful Company
of Management Consultants*