

Avoiding dangerous intranet consultants

Intranet consulting is a relatively new discipline. Intranet consultants are far more rare than their Internet counterparts (although some double as both), but almost always have a greater business acumen than the Internet consultant, but less advertising / marketing experience. A big-five consulting firm has some very smart people with mixed intranet and Internet experience, but can be outrageously expensive.

“The IT consulting jungle is full of perils and possibilities -- and it's a fine line that separate the two,” writes Paul Chin in his Intranet Journal article *Avoiding Dangerous Intranet Consultants*. “You take the left fork and you get exactly what you're looking for; you take the right fork and you wake up with the IT equivalent of a black widow spider crawling up your back.

Paul describes the “five deadliest intranet consultant species” to avoid:

- The Snake Oil Salesperson - Modus operandi: Snake oil salespeople push you to choose one solution over another too forcibly and enthusiastically without providing you with any legitimate justification for their suggested solution.
- The Lonely Derelict
- Modus operandi: Lonely derelicts don't seem to take their job very seriously, show little enthusiasm for what they do, act as though they don't really want to be there, and only accepts a handful of small jobs a year.
- The Self-Proclaimed Idol - Modus operandi: Self-proclaimed idols are condescending, acting as though they know everything and you know nothing.
- The Doomsdayer
- Modus operandi: Doomsdayers love to expose all the so-called faults with your current IT environment. They're extremely negative and like picking at, and highlighting, all your technological shortcomings.
- The Slacker
- Modus operandi: Slackers appear for initial requirements gathering meetings and then disappear for days or even weeks at a time.

source: [corporatewebsites](http://www.corporatewebsites.com)