

More Secrets of Consulting

"Weinberg's original *Secrets of Consulting* has a place on every consultant's (at least the ones that are making any money) bookshelf. If you have not read Jerry's original book, you will be surprised at how he makes simple analogies and symbols so meaningful. . . . Jerry Weinberg's career is the envy of most consultants that I know. I find it wonderful that he is prepared to share the secrets of his success. Buy this book if you are a consultant, or thinking of becoming one."

—James Robertson, Atlantic Systems Guild

"Weinberg presents more secrets and a whole new set of images. His yes/no medallion, for example, reminds you to mean it when you say yes or no. And every time someone mentions the yes/no medallion in a discussion, I will think of this book's description of the chapter from hell—Weinberg's wonderful illustration of why yes should mean yes and no should mean no. . . .

"He has so much to say and so many instructive stories to tell. . . .

"You'll find this book a delightful introduction to the man and his work."

—Richard Mateosian, *IEEE Micro*

"Virginia [Satir] taught me that I had all the tools needed to be a successful consultant (and human being), but that I might not be using all those tools to their fullest potential. Virginia's tool kit was inspired by Frank Baum's *Wizard of Oz*, where Dorothy and her friends made a long journey only to discover that they already had the tools they so fervently desired. I believe that we all do have those tools, and the purpose of this book is to remind us of some we've forgotten, or that we underutilize."

—GMW, *The Dorset House Quarterly*, Vol. XI, No. 3

About the Author



Gerald M. Weinberg is the author of scores of books and articles on consulting and software development, including the 1985 classic, *The Secrets of Consulting* (also available from Dorset House). Visit www.geraldweinberg.com.

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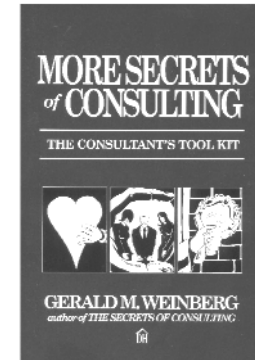
The Dreaded "Shoulds"

Competence Can Lead to Burnout

More Secrets of Consulting

The Consultant's Tool Kit

by Gerald M. Weinberg



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Powerful Tools to Unlock Your Consulting Abilities

Widely acclaimed as a consultant's consultant, Gerald M. Weinberg builds on his perennial best-seller *The Secrets of Consulting* with all-new laws, rules, and principles. You'll learn how to fight burnout, stay curious, understand your clients, negotiate effectively, and much, much more.

Consultants need more than technical skills—they need self-awareness and a strong set of personal abilities. Weinberg helps computer consultants identify and strengthen each aspect of their performance using a "consultant's tool kit" of seventeen memorable symbols. He devotes a chapter to each of these symbolic tools, from The Wisdom Box to The Fish-Eye Lens to The Oxygen Mask and more.

"If you were to buy this book and the previous one, *Secrets of Consulting*, and read them, then your next step should be to place one in each of your hip pockets. For that is the only part of being a consultant not covered in these books. Wrapped in the guise of folk wisdom, the advice given here could and should be part of a business degree. . . ."

—Charles Ashbacher
posted on Amazon.com

"Computing professionals know Gerald Weinberg as one of the most successful consultant/educators in our field. Learning what techniques have worked for him will surely help us to do our jobs better. The author also candidly shares some of what has *not* worked for him, also valuable lessons for us. . . ."

" . . . Gerald Weinberg's two *secrets* books, therefore, are valuable on every computing professional's book shelf."

—Conrad Weisert, IDINews.com

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