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COURSE BROCHURE

Hypothesis-Driven Consulting Engagement Training Course

19 – 23 April 2027
Vienna

Hypothesis-Driven Consulting Engagement Training Course

Ref: 2337_87391 **Date:** 19 – 23 April 2027 **Location:** Vienna **Fees:** 5900 GBP

Hypothesis-Driven Consulting Engagement is a 1-week training course for internal consultants and managers moving into advisory roles, and it produces an Engagement Storyline and Recommendation Pack that carries one client problem from scoping letter to final answer. Organisations increasingly ask their own people to diagnose problems that once went to outside advisers, so a disciplined engagement method now matters. Jupiter Prime Training delivers this course in Hypothesis-Driven Consulting Engagement.

Why Hypothesis-Driven Consulting Engagement Matters Now

Three pressures shape advisory work today: sponsors who want a defensible answer in weeks rather than months, analytics that can drown a project in charts without settling the question, and executives who judge advisers on whether a recommendation survives challenge. An engagement that starts from a clear problem statement and a testable hypothesis reaches a usable answer quickly and spends client goodwill wisely. One that boils the ocean ends with a report nobody acts on. The course rests on the mutually exclusive, collectively exhaustive MECE principle, issue-tree decomposition and answer-first storylining.

Who Gains Most from Hypothesis-Driven Consulting Engagement

- Internal advisers who scope and run improvement assignments for business-unit sponsors
- Managers asked to lead diagnostic reviews outside their own function
- Strategy and transformation officers who frame problems for executive committees
- Specialists in finance, operations or technology who brief senior decision makers
- Project leads who must turn interviews and evidence into a recommendation

Internal strategy or transformation offices gain most when several of their advisers attend together.

Hypothesis-Driven Consulting Engagement Capabilities

Participants practise framing a sponsor's question sharply, testing an early answer with evidence, and telling the result as a storyline that leads to a decision.

- Specify a problem statement and engagement scope — the sponsor who commissions the work
- Build an issue tree that breaks a question into testable branches — the analysis plan
- Design a stakeholder interview guide that tests hypotheses rather than gathers opinion — interviewees
- Test hypotheses against evidence and drop those that fail — the recommendation the client receives
- Communicate findings answer-first through a pyramid storyline — the executives who decide

- Draft a consulting proposal with deliverables, risks and success measures — the approval to start

Key Hypothesis-Driven Consulting Engagement Terms

- Problem statement — a single sharp question, with context, criteria for success and scope limits, that an engagement exists to answer.
- Issue tree — a branching breakdown of a question into smaller sub-questions that together cover every possible cause or option.
- MECE — mutually exclusive, collectively exhaustive: branches that do not overlap and together leave nothing out.
- Day-one hypothesis — an early, explicit best guess at the answer, stated so that evidence can confirm or reject it.
- Pyramid storyline — a structure that states the governing answer first, then the supporting arguments, then the evidence beneath each.
- Engagement letter — the agreed document setting out objectives, scope, deliverables, roles and timing between adviser and sponsor.

Hypothesis-Driven Consulting Engagement Day by Day

Day 1: Framing the Client Question

- Advisory Role Models — Expert, Pair-of-Hands or Collaborative Partner
- Sponsor Intake Conversation — Surfacing the Real Decision Behind a Request
- Problem Statement Worksheet — Defining Success Criteria and Scope Limits
- Stakeholder Influence Map — Who Shapes, Blocks or Uses the Answer
- Consulting Proposal Structure — Objectives, Deliverables, Risks and Approval

Day 2: Structuring the Problem

- Issue Tree Construction — Breaking a Question Into Testable Branches
- MECE Logic Checks — Removing Overlap and Gaps in the Structure
- Day-One Hypothesis Statements — Committing to an Early Testable Answer
- Prioritisation Matrix for Branches — Impact Versus Effort to Prove
- Engagement Workplan and Letter — Sequencing Analyses and Agreeing Roles

Day 3: Gathering and Testing Evidence

- Hypothesis-Led Interview Guide — Questions That Confirm or Disprove
- Interview Note Synthesis Grid — Spotting Patterns Across Stakeholder Accounts
- Quick Quantitative Tests — Back-of-Envelope Sizing and Sensitivity Checks
- Root Cause Validation — Five Whys and Driver Trees on Real Cases
- Hypothesis Tracker — Recording Which Answers Survive the Evidence

Day 4: Building the Recommendation

- Pyramid Storyline Drafting — Governing Answer, Arguments and Supporting Evidence
- Action Titles and Slide Logic — One Message Per Exhibit
- Option Appraisal Table — Comparing Recommendations on Benefit, Cost and Risk
- Pre-Wiring Key Stakeholders — Testing Findings Before the Final Meeting
- Handling Pushback in the Room — Reframing Objections Into Next Steps

Day 5: Practising the Engagement Storyline and Recommendation Pack

- Live Case From Healthcare and Retail Operations — Scoping to Answer
- Issue Tree and Hypothesis Peer Review — Strengthening Weak Branches
- Mock Steering Committee Presentation — Answer-First Delivery With Feedback
- Implementation Roadmap and Handover Note — Owners, Milestones and Measures
- Engagement Storyline and Recommendation Pack Completion — Ready for a Sponsor

Applying Hypothesis-Driven Consulting Engagement After the Course

- Rewrite the problem statement and issue tree for a live assignment, then agree the scope and day-one hypothesis with its sponsor.
- Run three hypothesis-led interviews on that assignment and redraft the storyline answer-first before the next steering meeting.

Hypothesis-Driven Consulting Engagement Questions FAQ

What is hypothesis-driven consulting engagement and why does it matter now?

Hypothesis-driven consulting engagement is a way of running advisory work that starts from an explicit early answer and tests it with targeted evidence. It matters now because sponsors expect defensible recommendations quickly, and internal teams increasingly do work once handed to outside firms.

Which roles gain most from hypothesis-driven consulting engagement training?

Internal advisers, managers leading diagnostic reviews, and strategy or transformation officers gain most. Functional specialists who brief executives also benefit.

How does hypothesis-driven consulting engagement differ from a general internal consultancy skills course?

Hypothesis-driven consulting engagement concentrates on the analytical spine of an assignment: problem statements, issue trees, hypothesis testing and pyramid storylines. A general internal consultancy course leans more on contracting relationships and handling resistance within support functions.

What do you bring back from hypothesis-driven consulting engagement training?

You bring back a worked storyline and recommendation pack for a real or realistic client problem, with its issue tree and hypothesis tracker.

Hypothesis-Driven Consulting Engagement: The Way Forward

The Engagement Storyline and Recommendation Pack first informs the scoping conversation for the next assignment, where the sponsor agrees the question and the early answer to test. Advisers and their sponsors use it to steer analysis and steering meetings. After its first use, the perspective worth revisiting is which hypotheses were dropped, and how quickly the evidence showed it.