



今月のテーマ

コンサルタントの役割とは？

話し手

Catherine Ford
(キャサリン・フォード)

ニューヨーク州出身。ビジネスコンサルタント。クライアントは中小企業から、アメリカ商務省や IBM、Nokia、Google、Western Union などのグローバル企業まで、幅広く手掛けた。2012 年、主にスタートアップのコンサルティングを行う Heartline Consulting を設立。



STEP 1 話の全体像を推測 10分

概要を把握するつもりで、音声を通して聞いて、話されている内容を、大まかでいいので下のメモ欄に書きましょう。メモは日本語でも英語でも構いません。

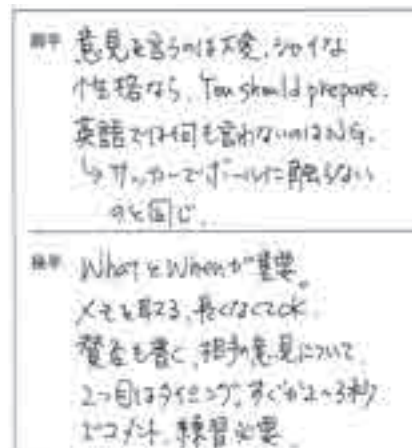


前半



後半

[メモ記入例]



書き方は自由!
まとまった文章でも、
箇条書きや英語のままでも、
図などを使っても OK。

**STEP 2 ディクテーションで弱点把握** 20分

音声を聞いて、以下の読めなくなっている箇所に入る語句を書き取りましょう。
書き取れない箇所は、聞こえた通りに片仮名で書いても構いません。

※ ディクテーションの手順は、p.009。



15

My name is Catherine, and I live here in Silicon Valley. Now, I've started my own business, and I'm consulting for entrepreneurial organizations and startups.

It's a company — I just launched it, it's called "Catherine Consulting" — to help people or businesses start a business and bring it out into the world. I help them with what they want or an idea, and I help them with the business plan, services, and risk.



16

Well, starting a business is a big decision. You have to figure out what you want to do and what you want to achieve. You have to think about what you want to develop a business, I would recommend that you find the right destination for your business. You can offer complete services or you can offer a specific service. In order to develop a business, you need to find people who can help you. You need to find consultants who can help you. You need to have or that they can help you.

Finally, that what is my dream? I want to start a business and why I called it "Catherine Consulting" is because I want to help everybody, whether it's a person or a business. I have a passion in them that needs to be fulfilled. The whole entrepreneurial movement is about the purpose of me starting the company. I want to bring that passion that comes through the heart and bring it into the world.

