

BUILDING A SPECIALIZED CONSULTING TEAM: WHAT THE DATA REALLY SHOWS

What the data really shows

Poll results: 76% prefer mixing experienced pros with fresh graduates

But what happens when that's not an option?

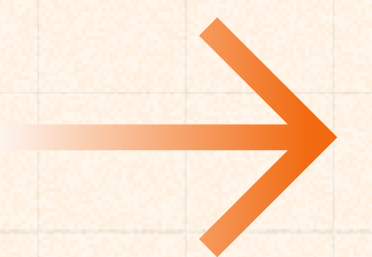


WHAT OUR COMMUNITY SAID?

Last week's poll revealed the preferred approach:

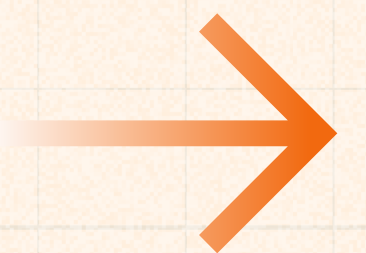
- Mix of both: **76%**
- Hire experienced: **17%**
- Train fresh graduates: **3%**
- Outsource/contract: **3%**

The overwhelming winner? **A balanced approach.**



WHEN CONVENTIONAL WISDOM **MEETS** **REALITY**

76% prefer mixing **experienced professionals** with fresh graduates. But what happens when there are no **experienced professionals available in your market?** Sometimes you don't get to choose the "preferred" approach.

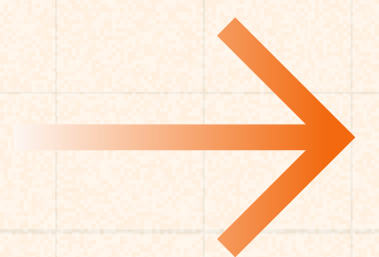


OUR CONSTRAINT BECAME OUR OPPORTUNITY

The reality in Edmonton:

- Zero experienced **Mendix consultants** locally
- Few **specialized consultants** across Canada
- No established **talent pipeline**
- Had to choose: **relocate or innovate**

We chose to innovate.

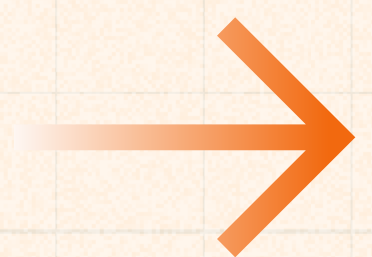


WHY WE BECAME THE 3%

Only **3%** voted for "**train fresh graduates**" as their preferred approach.

We didn't choose this path because it was popular. We chose it because it was necessary.

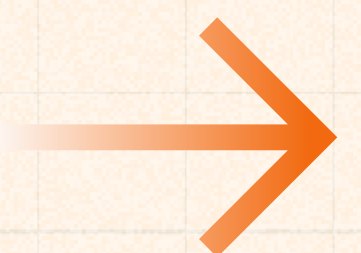
And it became our biggest competitive advantage.



TURNING CONSTRAINT INTO COMPETITIVE EDGE

Our 6-month transformation program:

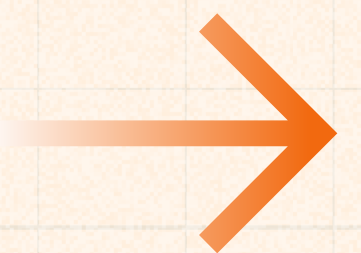
- Month 1-2: Mendix platform mastery
- Month 3-4: Shadow on a Real client project with mentorship
- Month 5-6: Independent project leadership
- Ongoing: Continuous learning and research time



WHY TRAINING FRESH GRADUATES WORKS

Benefits we discovered:

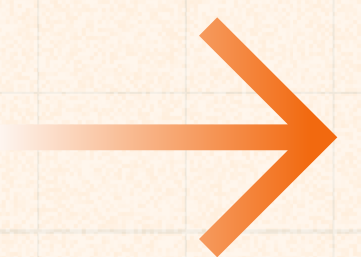
- No bad **habits** to unlearn
- Think like **solutions architects** from day one
- Learn our **methodologies** from the ground up
- **Fresh perspectives** on complex problems
- Consistent **quality standards across the team**



BUILDING THE 76% SOLUTION DIFFERENTLY

Today Golden Earth operates as a "**mix of both**":

- I started as the **experienced specialist**
- Every new hire begins as a **fresh graduate**
- Systematic knowledge transfer **creates specialists**
- Exponential growth from **one expert to many**

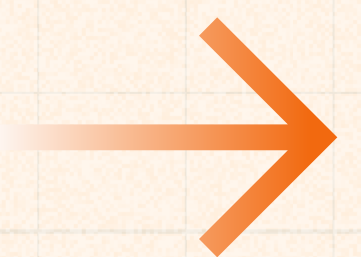


SOMETIMES THE UNPOPULAR PATH LEADS TO SUCCESS

76% prefer the conventional approach. 3% choose to train fresh graduates.

We proved that being in the 3% doesn't mean being wrong. Sometimes it means being innovative.

What constraint in your business has become a competitive advantage?



LET'S TALK

for a consultation or connect with me directly!

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