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I've recently seen a few HR events that looked really interesting. I was told they were for in-house HR professionals only. Not me so I couldn't go.

I admit, I was disappointed. No one likes to feel left off the guest list.

It did make me reflect though.

I assume their decision was based on feedback from people who've experienced awkward, hard sell approaches at events like this before. From people there just to get business, not to contribute.

Big assumption but I'm probably right.... right?

Of course independent consultants need to build a client base. We're no different to any other business.

We know the best client base is based on trust and building lasting relationships. Not hard sell awkwardness.

I'm pretty sure most of us genuinely care about the bigger stuff too: how HR is evolving, the future of work etc and want to be part of shaping that. I know I do.

But if people don't see the value we bring or the contribution we make, we'll never get our name on the guest list.

So I'm interested... is this really how independent consultants are viewed (not just in the world of HR too maybe)? If so, why? And how do we fix it?