

## TMG: The 'Un-Consultants' of the Call Center Space

By Rich Steeves

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14 years ago, John Bardawill was working as a consultant in the United States, Australia, Asia, Europe and his home country of Canada. At that time, he decided he would partner up with a pair of other consultants and put his experience to work full time, expanding his business. Now he is managing director at TMG, a group of management consultants that do [call center](#) work. But they are not your typical group of consultants. In fact, Bardawill calls his team the “un-consultants.”

Bardawill intentionally sought out people who had not previously been consultants, recruiting businesspeople who had a track record of being profitable. In fact, Bardawill boasted that a client recently called the TMG consultants “weird, in a positive way.” His team cares about business and takes the time to get to know the clients. They are passionate about fixing problems and are easy to work with, so clients come back for more.

TMG works with a wide variety of verticals, including Harley Davidson, Rogers and Aeroplan. The team consults on areas of business including marketing, sales, retail, call centers and more, offering full solutions. In the future, TMG is looking to expand slowly from a client standpoint. According to Bardawill, this is because it is important to understand each client individually, likening the process to that of dating, engagement and then marriage.

He feels it is important to build awareness and focus on the educational component of consulting. TMG consultants have a day-to-day involvement with clients, overseeing both strategy and execution. Another focus is roadmapping, which differentiates TMG from many of the larger consulting firms, as does the TMG’s willingness to take on clients of varying sizes.

Speaking on industry trends, Bardawill sees [cloud capabilities](#) as huge. The cloud allows companies to say “we can” instead of “we can’t,” and it is causing financial and operational thresholds to drop. And the master un-consultant had this piece of advice for companies looking to improve their best practices, “It’s not how well they operate, it’s how they manage change.” Not “weird” advice, just solid and wise.

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