Category

Consulting

Consulting Capacity Planning & Resource Utilization Playbook

Balancing staffing against pipeline without either burning out the team or leaving expensive capacity idle

- Practitioner
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for consulting capacity planning that balances staffing levels against realistic pipeline conversion — avoiding both chronic overutilization that burns out consultants and chronic underutilization that erodes practice economics.

Is there an ideal utilization target for a consulting practice?

It varies by firm model, but the more important discipline is understanding your specific practice's sustainable range and planning capacity against realistic (not optimistic) pipeline conversion, rather than targeting a generic industry benchmark.

How do you plan capacity when pipeline conversion is inherently

uncertain? By using probability-weighted pipeline projections rather than optimistic best-case assumptions, and building in explicit contingency for both upside and downside scenarios — covered in the framework below.

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