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

- Mithun A. Sridharan

- 02 July 2022
- 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.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Is there an ideal utilization target for a consulting practice?", "acceptedAnswer": { "@type": "Answer", "text": "It varies by firm model, but the more important discipline is\nunderstanding your specific practice's sustainable range and planning\ncapacity against realistic (not optimistic) pipeline conversion, rather\nthan targeting a generic industry benchmark." } }, { "@type": "Question", "name": "How do you

plan capacity when pipeline conversion is inherently", "acceptedAnswer": { "@type": "Answer", "text": "uncertain?\nBy using probability-weighted pipeline projections rather than\noptimistic best-case assumptions, and building in explicit contingency\nfor both upside and downside scenarios — covered in the framework\nbelow." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Consulting

End-to-End Consulting Engagement (From Pitch to Delivery)

A five-phase spine for running consulting engagements end to end — pitch, contract, mobilize, deliver, and close — with the templates and governance rhythm to k

- Practitioner
- Intermediate

Read playbook

Consulting

Consulting Firm Knowledge Management & IP Development Playbook

A framework for consulting firm knowledge management that produces genuinely reused intellectual property — frameworks, benchmarks, templates — rather than a la

- Practitioner
- Intermediate
- Template Included

Read playbook

Consulting

Proposal Win-Rate Optimization & Bid Strategy Playbook

A framework for improving consulting proposal win rates by combining rigorous opportunity qualification (deciding which bids to pursue) with proposal quality im

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to us about capacity planning

Tags

- Capacity Planning
- Resource Utilization
- Consulting Operations

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.