

# Evaluation of consulting firm strategy development and accompaniment activities towards client psychological expectation 2022 = Evaluasi pengembangan strategi consulting firm dan kegiatan penyimpanan terhadap harapan psikologi klien 2022

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## Abstrak

Laporan magang ini membahas evaluasi pengembangan strategi Consulting Firm pada proyek optimalisasi ekosistem perumahan berpenghasilan rendah dan kegiatan pendampingan yang dilakukan oleh mereka dengan pengaruhnya terhadap harapan psikologis klien mereka. Lingkup pembahasan meliputi mengkaji pengembangan strategi yang dilakukan oleh Konsultan, khususnya pelaksanaan benchmarking analysis dan gap analysis serta aktivitas pendampingan klien dan pengaruhnya terhadap ekspektasi psikologis kliennya. Penulis mengevaluasi dengan membandingkan kerangka evaluasi yang dibangun dengan beberapa literatur yang didukung oleh pengalaman penulis selama magang di Consulting Firm. Melalui analisis yang dilakukan, penulis menemukan bahwa praktek Consulting Firm, selaras dengan kerangka dan aspek-aspek kunci dari beberapa teori.

.....This internship report discusses the evaluation of Consulting Firm strategy development on low-income housing ecosystem optimization project and accompaniment activities carried out by them with its effect on their client's psychological expectations. The scope of the discussion includes examining the strategy development carried out by Consulting Firm, particularly the execution of benchmarking analysis and gap analysis also the client accompaniment activities and its effect on their client psychological expectations. The author evaluates by comparing the constructed evaluation framework with several literature supported by the author's experience during his internship at Consulting Firm. Through the analysis conducted, the authors found that the practice of Consulting Firm, aligned with the framework and key aspects from the theories.