

ESN: Stop "placing" consultants

Frédéric Le Pennec · 26 March 2025



Talking about consultants that are "placed" reveals a dehumanizing view of the profession. Choosing more accurate words acknowledges their active role in projects and teams.

Seriously, how many times do we hear this phrase: *"We placed a consultant on a mission"*, or even worse, *"We need to place this consultant quickly"*. Place? Like an object? Like a pawn moved on a chessboard without much thought?

This word is unsettling. It speaks volumes about how some perceive the profession. A consultant is not something that you "place" to fill a slot. It's a professional who starts a project, who commits, who brings expertise and who sometimes completely transforms a team's dynamics. Saying that we "place" a consultant denies all this.

Of course, some will say it's just a word, a language habit. But words shape mentalities. An ESN (IT consulting company) that talks about consultants as elements to "place" sends a message, even unconsciously. A message that says: *"What matters is to fill the missions, no matter the rest."*

We can do better. We must do better. Saying that a consultant **"starts a project"**, that they **"join a team"**, that they **"take charge of a mission"**, is not just a matter of vocabulary. It's acknowledging that they have an active role, that they are at the center of the action and not just a number to be moved around.