

Approved Management Consulting Course (AMCC)

Next steps

AMCC history

- Developed as part of 'Breakthrough' strategy
- ICMCI endorsement for training courses
- Adds value to training providers and IMCs
- Revenue split between IMC and ICMCI

but...

- Zero take-up so far

Reasons for zero take-up

- Low promotion to IMCs
- No promotion to training providers
- Only a few IMCs have a licensing scheme for training providers (required for AMCC)
- Limited resources for assessing IMCs
- Cost model not attractive for IMCs
- Unknown demand from training providers

Options

1. Relaunch scheme as currently designed
2. Redesign scheme for IMCs that already have training provider licensing
3. ICMCI to license AMCC providers directly

Option 1 – Relaunch

- Use existing materials and fee structure
- Actively promote to IMCs
- Issues:
 - Current low interest may continue
 - Fee structure may be an obstacle
 - Little additional income for IMCs
 - Relies on IMCs to engage with Training Providers

Option 2 – Redesign

- Make AMCC available only to IMCs with an existing TP licensing scheme
- Simplify fee structure (commission only)
- Issues:
 - Assessment of TP licensing schemes is difficult
 - Limited global scope
 - Excludes many IMCs

Option 3 – New concept

- Encourage TPs come direct to ICMCI
- ICMCI collects fees and awards AMCC badge
- Commercial model – TPs bear the full cost

- Issues:
 - IMCs may be unhappy
 - ICMCI needs resource to implement (contract?)
 - First step in ICMCI as a commercial player

Summary

- Option 1 – unlikely to achieve success
- Option 2 – may work for mature institutes but excludes some large markets e.g. USA
- Option 3 – new principle for ICMCI: dealing directly with stakeholders in IMC territories

Thoughts and observations

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