

CMC-Global European Hub Meeting

Held on 14th & 15th July, 2016, Bonn - Germany



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Agenda:

- Welcome speech - Rémi Redley – IdU Chair, Sorin Caian – ICMCI Chair, Jan Willem Kradolfer – Euro Hub Chair
- Brief report of the Executive Director - Reema Nasser
- New ICMCI Governance – Kim Karne
- Success Story: a success story from Ooa followed by a discussion - how we interact with our 'Young Ooa' members, Theo Hermsen
- Reporting on financial situation. Financing ICMCI in the future and the Strategic Funding Taskforce Report Discussion - Dwight Mihalicz.
- Collaborative Approach - findings of the meetings – Sorin Caian
- Discussions on different topics and collaborative approach findings with break out groups – plenary report and discussion - Jan Willem Kradolfer
- Introduction to the CMC International Conference and ICMCI Annual Meeting in Toronto- CMC Canada and Kim Karne
- ICMCI projects in post breakthrough era: EBRD Relations, CSM, CMC GI, CMC Firm, Constantinus International Award, ISO, AMCC – Sorin Caian, Reema Nasser, Dwight Mihalicz, Robert Bodenstein, and Jeremy Webster.
- Success Story: a success story from IMC Ireland followed by a discussion - Irish IMC Experience with ACPs
- Efforts to support members: Efforts of IMCs to support profession and their members and Euro Hub examples, thoughts, discussions - Jan Willem Kradolfer
- Topics for Congress – All
- Lunch and networking
- End of Euro-Hub meeting 2016

Attendees:

1. **Claudio Barella** : APCO
2. **Robert Bodenstein** : FV Unternehmensberatung und Informationstechnologie
3. **Simon Bowen** : Institute of Consulting
4. **Cecile de Roos** : Orde van organisatiekundigen en adviseurs
5. **Klaus Dörrenhaus** : Klaus Dörrenhaus Marketing & Management Consulting
6. **Hans-Georg Götting** : FV Unternehmensberatung und Informationstechnologie
7. **Alfred Harl** : FV Unternehmensberatung und Informationstechnologie
8. **Dr. Simon Haslam** : FMR Research LTd.
9. **Theo Hermsen** : Orde van organisatiekundigen en adviseurs
10. **Kim Karne** : The Finnish Management Consultants Association LJK
11. **Jan Willem Kradolfer** : Orde van organisatiekundigen en adviseurs
12. **Jan Willem Kradolfer** : Orde van organisatiekundigen en adviseurs
13. **Alice Kubicek** : akpsGlobal
14. **Claudia Melchert-Strohmaier** : FV Unternehmensberatung und Informationstechnologie
15. **Timothy Millar** : IMC Australia
16. **Herbert Mühlenhoff** : Mühlenhoff + Partner GmbH Managementberatung
17. **Reema Nasser** : ICMCI
18. **Mathias Past** : LOGSOL e.U.

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| 19. Bogdan Pletea | : | PMS Consulting Group Ltd. |
| 20. Prof. Dr. Gerd Prechtl | : | FV Unternehmensberatung und Informationstechnologie |
| 21. Rémi Redley | : | GOOSSENS – REDLEY UNTERNEHMENSBERATER BDU |
| 22. Dr. Menashe Rosenfeld | : | IBCA Isreal |
| 23. Keith Rushton | : | Institute of consulting UK |
| 24. Caian Sorin | : | ICMCI |
| 25. Constantinos A. Stavropoulos | : | Innovalue Ltd. |
| 26. Jeremy Webster | : | Institute of consulting UK |
| 27. Christoph Weyrather | : | IdU Institut der Unternehmensberater GmbH |
| 28. Elena Yuzkova | : | CMC Ukraine |
| 29. Tom Moriarty | : | IMCA (IMC Ireland) |

Meeting Day the 14th July, 2016:

Welcoming speeches were presented by Rémi Redley – IdU Chair, Sorin Caian – ICMCI Chair, Jan Willem Kradolfer – who was then announced as the new Euro Hub Chair.

Brief report of the Executive Director - Reema Nasser

- Updates on ICMCI projects:
 - 1) The website is launched.
 - 2) Micro websites to be launched and subject to demand.
 - 3) CMC-firm was Launched and implementation will start with ACPs migration.
 - 4) Academic Fellow are 44 from more than 20 countries, liaising more connections between the academic world and the professional world.
 - 5) 7 countries participating in the Constantinus Award with 17 submitted projects
 - 6) A new application for ICMCI membership will materialize by Toronto.
 - 7) Feedback of the collaborative meetings findings will be discussed during Toronto general assembly and summarized later on by Chair.
- An extensive contribution by all countries into the newsletter, to guarantee having more people working together for the purpose of gaining more members.

New ICMCI Governance – Kim Karme

- Governance of the ICMCI is now on the website and Secretary will elaborate on how that reflects on the upcoming Meeting of Delegates in Toronto as the annual meeting of ICMCI is now a decision making meeting and not a discussion meeting. The voting by delegates will be conducted during the annual meeting.
- Optimize the trust of ICMCI members in all the countries is an issue that must be the center of focus. Some basic principles and work on a pragmatic way to implement the governance structure in the next period of time.

Success Story: a success story from Ooa followed by a discussion - how we interact with our 'Young Ooa' members, Theo Hermsen

- The Netherlands success story was driven by the following approaches (full presentation on website):
 - 1) Focus on the needs and energy of the young members
 - 2) inviting all Young Ooa members for a conversation about the differences between generations
 - 3) Introduced the concept of #unusualgoodconversations# by real contact, depth, the freedom to create your own day, with your questions, needs and dilemmas

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- 4) Invited all young members for a “leadership” course
- 5) Interactive workshops at universities and colleges with real life cases.

Reporting on financial situation. Financing ICMCI in the future and the Strategic Funding Taskforce Report Discussion - Dwight Mihalicz.

- Establishing new principals for budgeting and fee structure of ICMCI. Dwight provided thoughts and remarks in respect of funding and costs as follows:
 - Establishing principles for budgeting and fee structure of ICMCI.
 - Remarks and ideas about funding and costs of ICMCI by Dwight.
 - Explicit linkage between the Number of members to the representation of the number of delegates.
 - Fixed costs are covered by fixed income.
 - Solidarity between ICMCI is an important principle.
 - 4 different scenarios highlighted in the Strategic Funding report.
 - A fair approach to all countries is the aim.
 - The presentation must be shared with all the delegates. Each of the IMC will get two weeks to send feedback and remarks to the committee.

Collaborative Approach - findings of the meetings – Sorin Caian

- Opening a continuous communication channels between the ICMCI and national IMC.
- Create awareness, It's not about quantity, but quality.
- We have to show how to bring new business for our members.
- We have to create synergies, by connecting our members on an international level.

Meeting Day the 15th July, 2016:

Presentation by Jac Van Beek, CEO CMC Canada, on upcoming International ICMCI Conference in Toronto Canada, October 2016.

ICMCI projects in post breakthrough era: EBRD Relations, CSM, CMC GI, CMC Firm, Constantinus International Award, ISO, AMCC – Sorin Caian, Reema Nasser, Dwight Mihalicz, Robert Bodenstein, and Jeremy Webster.

- Follow up on Breakthrough Strategy and next steps.
 - Tim Millar and Sorin had worked diligently to enable the evolution of ICMCI.
 - The best decision was to hire an Executive Director, also to look at the needs of the membership.
 - The mature institutes claimed that ICMCI was not doing enough or not proceeding as it should, the big firm Initiative failed. IMC's will survive in the future but they need to:
 - Reinvent themselves
 - Increase turnover.
 - Discover the value they need to add to the consulting profession.
 - Projects: need to add value to the Member Institutes and their members by building some common interest. Speed of change within ICMCI has changed; the tone of relationships has also changed. The members need to appreciate that change is afoot.
- Task Force on ISO Standards: 2014-2016 - The management consultancy services being guided by the ISO Standard 20700 (Refer to the PPT). The report was approved by 14 institutes, abstained by 6 and disapproved by 1. The

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value of achieving the ISO standard will be better understood with full transparency. We need to provide the toolbox to help and support the Institutes and what would be of most benefit to members. The first draft of the toolbox will be presented in Toronto.

Jeremy Webster (UK), member of the Task Force, encouraged the Institutes who abstained to appeal to their PSC to consider the importance of the standard.

- Why has the AMCC not been successful? A licensing scheme for training providers (required for AMCC), this could be reached through the following three 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, which would be a significant shift in approach keeping in mind a sharing scheme with the national IMCs.
- Concept of a micro website by using the content management system of ICMCI for small Institutes against a small fee (Euro 500). The advantages can be summarized as (1) Ease of use (2) Access (3) Common branding (4) Information consistency.
- Media attention for a consideration of exposure and added credibility, by sharing the information to be uploaded as a video on the ICMCI YouTube Channel and website, FB postings, LinkedIn. The more exchange we have, the more traffic we can attract to our site and our community and certification.

Success Story: a success story from IMC Ireland followed by a discussion - Irish IMC Experience with ACPs

- Summary of IMCA experience with ACP (Full presentation on website).
 - ACPs are the leaders in positioning the profile of the CMC.
 - Give them the power to accredit i.e. BDO, PWC, etc.
 - Audit the auditor
 - Cheaper to register as an ACP
 - A large percentage of Associates require engagements for completion of the CMC experience. This is the value proposition.
 - Professionalizing the profession is the key issues. In fact, according to the FEACO survey, young consultants group seek networking skills.
 - At a recent ACP planning session, 4 board members had an open discussion on world of consulting, share best practices, create a healthy profession. The following is a sample of events that were offered to achieve those goals:
 - Senior speaker for lunches and limit registration.
 - Create an inside “track”.
 - Webinars.
- GloCal –global reach, local opportunities (update on website) Presented by Constantinos Stavropoulos
 - Share globally, early April progress update event, matchmaking for business and project opportunities, show and share credentials
 - Complementary service –additional value: how do members of institutes network with each other.

Efforts to support members: Efforts of IMCs to support profession and their members and Euro Hub examples, thoughts, discussions - Jan Willem Kradolfer

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- Mature institutes that are not members: The need to encourage those institutes to become members. For the Toronto meeting, find ways to identify those IMCs in a mature state or those countries where we do not yet have a stronghold.
- France is a key contributor to the ISO project. Relationship with Trade is strong, is it because we are not relevant or is it because we have not approached them? Do they want to be members? Should we consider ways in which countries can affiliate with ICMCI without becoming an ICMCI member? Also the question was, should we approach the academics in France?
- Grow (discuss at Toronto Conference)
- Linkage between ACPS in Ireland and other countries
- Opportunities to share
- Consultancy Index to be distributed
 - Individual, big and small firms, interesting data in real time.
 - Rotterdam School of Management conducted a longitudinal research of data, looking at the impact of environments for consulting in the years to come.
 - Should ICMCI have longitudinal research findings? Analysis of results are already available. Should we purchase the study?
- Consultants 500.com: 4 million euros raised to establish the business. Connects consultants with assignments. The topic to be discussed in Toronto. CMC directory to create a matching service.
- Organizationaltimemanagement.org is another similar example for freelance consultants.

Topics for Congress: October 18-21, 2016 - All

- Worldwide trademark of the CMC designation.
- Establish the obligation to increase CMCs in countries.
- Invite an ACPs to the annual meeting to report on its experience as an ACP and the advantages and disadvantages of being one.

Tentative schedule:

- 18th till 19th Assembly of Delegates
- ½ day update on ICMCI business
- ½ day share best practices
- ½ day decision-making – the business meeting and the elections
- 19th till 20th Conference
- 21st Canadian National Conference with ICMCI participation

Business meeting to include:

1. Amendment of bylaws.
2. Achievements/status based on plan.
3. Terms of Reference for the Board of Directors.
4. Election of Delegates.
5. Suggested resolutions from the working committees

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- Proposed topics for the annual meeting of delegated with related documentation to be disseminated to all IMCs 21 days prior to the annual meeting.
- Proposed candidates for the vacancies on the board of ICMCI details will be disseminated to all IMCs 30 days prior to the annual meeting.

Summary of reactions of participants at the EuroHub – July 2016

- Friendly - a like-minded community
- Enthusiastic
- Informative
- Fulfilling
- Glad
- leadership

Note: full presentations are available on the CMC-Global website at the following link:

<http://www.cmc-global.org/content/euro-hub-2016-presentations>