



CMC - GLOBAL

## Strategic Positioning 2016-2018

*“As international guardian of professionalism and standards, CMC-Global is a driver for improvement in the worldwide management consulting profession. We enable member institutes across the world to increase their influence, standing and performance.*

*The intrinsic value of our organisation is in the knowledge, ability and willingness of our members to collaborate to achieve social and economic improvement. At a time when international relationships are under strain as never before, we can make a real difference.*

*Our strategic focus in the next two years is to significantly enhance the quality and quantity of communication between member institutes so that we can all work together for mutual benefit. I look forward to leading us on this journey.”*

**Sorin Caian, CMC  
Chairman**

## OUR VISION

ICMCI will be a leader in the development of management consulting as a global profession that drives social and economic success.

## OUR MISSION

To achieve our vision, we have three strategic priorities:

1. Building the profile, recognition and influence of the profession and its practitioners globally, to ensure that Certified Management Consultants serve their clients with world-class competency and professionalism;
2. Supporting, enhancing and growing the international network of management consulting institutes, as well as encouraging information sharing, networking and reciprocity between institutes;
3. Enabling IMCs to enhance the visibility, recognition, and desirability of the CMC designation as the international benchmark for individual management consultants with both consultants and users.

## HOW WE WILL CREATE VALUE

Each of our strategic priorities has a workstream of activity to create value for our Members:

### 1. To build the profile, recognition and influence of the profession and its practitioners, we are:

- a) Launching a new global CMC Directory
- b) Marketing and publicising the global status of ICMCI (CMC-Global)
- c) Driving the development and launch of ISO 20700, the new standard for Management Consultancy Services
- d) Rolling-out the CMC Firm scheme in all Member countries
- e) Supporting the Constantinus International Award
- f) Relaunching the Approved Management Consultancy Course (AMCC) scheme
- g) Organising and promoting an annual conference on global management consultancy issues

#### **These activities will benefit Member Institutes by:**

- Allowing IMCs to learn about good practice from other countries
- Providing a range of new services that IMCs can offer to new and existing members
- Enabling members of IMCs to collaborate internationally on new projects and activities

### 2. To support, enhance and grow the international network of management consulting institutes, we are:

- a) Strengthening the role of hubs
- b) Building the outreach between CMC-Global and IMCs through naming directors of the board as liaisons each to several IMCs

- c) Introducing the Collaborative approach meetings and conducting 40+ meetings during 2015/2016
- d) Assigning Regional representatives/liaisons with international organizations - this started with naming a volunteer from the IMC USA to be CMC-Global's liaison to the UN

**These activities will benefit Member Institutes by:**

- Allowing IMCs to benefit from geographically closer mature institutes and sharing of experience, knowledge, and success stories
- Enhancing support to IMCs with specific and direct point of contact, and properly targeted meetings
- Supporting the representation of the profession internationally.

**3. To enable the IMCs to enhance the visibility, recognition, and desirability of the CMC designation, we are:**

- a) Preparing communication packages to national governments in 2017
- b) Preparing communication packages to stakeholders/donors in 2017
- c) Preparing a communication plan to address the ISO from a client's perspective in 2017
- d) Preparing a guideline "toolbox" for application of ISO 20700 by IMCs (with a link to the CMC-Global Code of Conduct)

**These activities will benefit Member Institutes by:**

- Empowering IMCs and increasing their credibility at a national level
- Enhancing IMCs access to financial support
- Providing IMCs with an income generating tool

## OUR GOALS

**By 2018, we aim to achieve improvements in our global performance:**

- 1) **Membership:** 95% of Members are in good standing
- 2) **CMC:** Increase the number of CMCs by at least 5% in 75% of our Members.
- 3) **Outreach:** Increase the total number of our network (2 new IMCs, 3% increase in our total network consultants).
- 4) **CMC Firm:** attain 10 CMC-Firm Members.
- 5) **Constantinus Award:** Increase participation to the international award of not less than 20 projects.
- 6) **Hub Meetings:** Successfully organizing regional hub meetings.