



A **HIGHER LEVEL** of  
management consulting  

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CERTIFIED MANAGEMENT CONSULTANT

Ensure a  
**HIGHER LEVEL** of  
management  
consulting –

Get a CMC  
on your side.



The Certified Management Consultant designation is the profession's only international certification mark, recognized in more than 40 countries.

It represents a commitment to the highest standards of consulting and adherence to the ethical canons of the profession.

### The *CMC Advantage*

When your situation stops being 'business as usual', you may need help in finding the most effective solution. The expertise that enables you to respond to unique opportunities, or deal with issues that are keeping your business from realizing its full potential, often falls outside your management team's core set of responsibilities.

Certified Management Consultants (CMCs) bring a learned, objective viewpoint and a focused skill set to the task of recognizing and resolving these types of challenges. Furthermore, they can apply these skills to your business for however short a time is required. This has the dual benefit of making a CMC less costly to engage than a full-time employee and more focused than your own people could be without diverting them from their main responsibilities.

CMCs approach each situation with an open mind and a structured diagnostic process which considers all aspects of the business: strategy, marketing and sales; product development and engineering; operations and order fulfillment; staff development and management; and finance and administration.

They are able to get past the organization's top-of-mind problems, identify the underlying causes and help management understand solutions. They also learn the capabilities and limitations of the people involved and ensure that the priorities established and action plans developed take them into account. They ensure managers understand the need to aggressively implement these plans and help them establish a process to do so.

***CMCs provide professional services that complement your team's skills so they can continue to concentrate on their core competencies as you resolve issues and refine your business practices.***

### What the *CMC Advantage* Means to Your Organization...

#### ***Commitment to best practices***

CMCs have made a commitment to enhance their skills to the highest level. The designation demonstrates a consultant's commitment to best practices in management consulting.

#### ***International standards***

The CMC designation is an internationally recognized management consultancy qualification based on rigorous certification requirements relating to competency and industry ethics. The CMC designation implies international recognition and adherence to world-wide standards.

#### ***Impact on your business***

A CMC has satisfied the commitment to attain thorough knowledge of management and a capacity to consult at a higher level. A CMC's insight can mean the world to your business.

#### ***Professional guarantee***

The CMC designation is a guarantee to clients that the consultant has the necessary experience and knowledge to deliver objective and independent interventions in the best interests of the client.

### CMC-Canada Will Help You Achieve the *CMC Advantage*

Our website, [cmc-canada.ca](http://cmc-canada.ca), offers a simple-to-use, searchable "Find a Consultant" database of members and their areas of practice.

Remember: all CMCs must sign an agreement to abide by our Uniform Code of Professional Conduct. This is only one of the reasons that many organizations look to CMC-Canada as a source of advice in finding consulting assistance.

Visit [cmc-canada.ca](http://cmc-canada.ca) for more information.

### About CMC-Canada ([cmc-canada.ca](http://cmc-canada.ca))

CMC-Canada (the Canadian Association of Management Consultants) fosters excellence and integrity in the management consulting profession as a whole. CMC-Canada administers, and its provincial Institutes confer, the Certified Management Consultant (CMC) designation in Canada. The Association and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community. CMC-Canada is a founding member of the International Council of Management Consulting Institutes (ICMCI).