

January 2008

CMC-Canada Strategy

The CMC-Canada (Canadian Association of Management Consultants) Board has created this strategy and has the responsibility to ensure that CMC-Canada's plans and activities over the next three years support the strategy.

The **Mission** of CMC-Canada is:

To advance the practice and profile of management consulting in Canada through education and certification of consultants, promotion of ethical standards and professional competency, and advocacy for the profession in public and government settings.



CMC-Canada's 2007-2010 Strategic Plan is focused on three strategic objectives and one administrative objective.

- 1) **Connect** to our members and consumers of consulting services
- 2) **Grow** our membership to 5,000 CMCs in four years
- 3) **Promote** the CMC brand to consumers of consulting services
- 4) **Sustain** the CMC-Canada organization

The following are the goals that will support each objective:

- 1) **Connect** to our members and consumers of consulting services
Establish Board presence at events across the country to communicate clearly on CMC-Canada strategy and initiatives and the capacity of a volunteer led organization.
Establish a Member Retention Task Force to create processes and services to better meet member needs.
Apply technology to enable better links to our members and the services CMC-Canada offers including the delivery of professional development, member services, Board and Task Force activities and CMC-Canada member news.
Deliver a modern website that is easy to use and offers comprehensive information and links. Pursue improvements to the member database.
Sponsor a university business competition that focuses on management or consulting.

- 2) **Grow** our membership to 5,000 CMCs in four years

Create a Growth Task Force to deliver 500 new members by the end of 2008.

Expand the oral exam process and develop the tools to support this process as an alternative to the written comprehensive examination.

Streamline the certification process through the adoption of an executive stream – identify regional candidates who qualify for the stream and execute direct recruitment initiatives with such candidates. In addition, streamline the certification process through better use of technology in qualifying candidates and training for oral examiners.

- 3) **Promote** the CMC brand to the consumers of consulting services

Create an Advocacy Task Force to coordinate efforts to promote the CMC brand across Canada.

Assertively lobby the federal government to recognize the CMC designation as a desired qualification in bidding on consulting opportunities.

Advertise as the budget permits and seek publication opportunities in National Media.

Continue to pursue other professional associations to establish membership synergies and complementary services.

- 4) **Sustain** the CMC-Canada organization

Ensure that CMC-Canada has the resources to implement the strategy and maintains a balanced budget. Simplify the CMC-Canada – Provincial Institute allocation process.