

## The Value Proposition

### THE STRENGTH OF THE CMC DESIGNATION

In Canada only members of recognized Provincial Institutes are endorsed to use the letters CMC. The CMC designation distinguishes those who have undertaken a rigorous admission process and demonstrated their competence in the profession of management consulting. Members can be relied on for the balanced and effective combination of their **functional expertise**, their **broad understanding** of relevant business issues, and their adherence to a rigorous **consulting process**.

BENEFIT TO THE MEMBER	FEATURE	BENEFIT TO THE CLIENT
<ul style="list-style-type: none"> <li>• Is accredited by peers as a management consultant</li> <li>• Is trained in the use of a valid consulting process</li> <li>• Has specialist or functional expertise while maintaining a general or holistic view of an organization</li> <li>• Can develop skills via high quality programs relevant to their expertise and the consulting process</li> <li>• Has access to a considerable body of knowledge, validated by the International body, covering functional expertise and the consulting process</li> </ul>	<p>The <b>Certified Management Consultant</b> is more <b>KNOWLEDGEABLE</b></p>	<ul style="list-style-type: none"> <li>• Broad understanding of the client's business and the challenges the business faces increases the likelihood of useful advice</li> <li>• Significant potential for innovation in recommendations materializes through the use of leading "best practices"</li> <li>• Increased probability of success comes through integration of recommendations with relevant aspects of the business</li> </ul>
<ul style="list-style-type: none"> <li>• As a professional, is guided and governed by a Provincial Institute</li> <li>• Adheres to and is guided by a Code of Professional Conduct for conducting consulting assignments</li> <li>• Has the opportunity and obligation to build professional skills through further training and volunteerism</li> <li>• Achievements are rewarded with the conferring of the CMC designation</li> <li>• As a CMC, has a recognized designation with both National and International transportability</li> </ul>	<p>The <b>Certified Management Consultant</b> is more <b>PROFESSIONAL</b></p>	<ul style="list-style-type: none"> <li>• Conduct adheres to a rigorous professional code, governed by a responsible Institute, protecting the client's interests</li> <li>• Risk drops as the consultant provides a known or proven standard of service a client can rely on</li> </ul>

BENEFIT TO THE MEMBER	FEATURE	BENEFIT TO THE CLIENT
<ul style="list-style-type: none"> <li>• Recruits and mentors others for the growth and betterment of the profession</li> <li>• Builds associate relationships and business partnerships to grow the business and extend capabilities</li> <li>• Has a network of qualified peers to test ideas and share approaches</li> <li>• Participates in and shares knowledge through the Special Interest Groups (SIG's)</li> <li>• Has access to enjoyable regional, national and international networking and professional development events</li> </ul>	<p>The <b>Certified Management Consultant</b> is more <b>CONNECTED</b></p>	<ul style="list-style-type: none"> <li>• Through the consultant's network – which transcends the consultant's own organization – the client gains access to other consultants (Members) with comparable professional reputations who bring additional subject matter expertise or special competencies</li> <li>• Consulting colleagues come from regional, national and international networks</li> </ul>
<ul style="list-style-type: none"> <li>• Has opportunity within the networks to build associate relationships and business partnerships</li> <li>• Has access to new business through programs such as IRAP (Alberta, BC, Ontario), and other referral programs</li> </ul>	<p>The <b>Certified Management Consultant</b> is more <b>IN DEMAND</b></p>	<ul style="list-style-type: none"> <li>• Knowing they are hiring someone in demand with a strong reputation and track record increases comfort level that performance will be delivered</li> <li>• Having experience with a broad range of previous clients, the employment of leading practices, all supported by testimonials, the client has greater assurance that the intended benefits will be realized</li> </ul>
<ul style="list-style-type: none"> <li>• Has the qualifications and resources to build a financial future professionally and personally</li> <li>• Realizes a competitive cost of operation through access to group insurance programs as well as leveraged buying programs for materials, supplies and services</li> </ul>	<p>The <b>Certified Management Consultant</b> is more <b>COST-EFFECTIVE</b></p>	<ul style="list-style-type: none"> <li>• With the knowledge, professionalism and network of the consultant, the client gets the best value for consulting dollars</li> </ul>

**PROFILE OF THE CMC:**

- Successfully passed a rigorous **peer admission and evaluation process** within their respective Provincial Institute
- Abides by a published **Code of Professional Conduct** governed by their respective Provincial Institute
- Most often is a **University graduate** in business, information technology, science, engineering, or law, and often holds an MBA or other **post graduate** degree
- Possesses several years of **relevant consulting experience**
- Qualifies as an **expert in a functional specialty**, e.g., strategy, marketing, operations, human resources, information technology, finance