

2009 Management Consulting Conference

BUSINESS DEVELOPMENT AND SUSTAINABILITY

Strategies for Success in Management Consulting

Saturday, October 17, 2009

The Westin Edmonton Hotel
10135 100th Street,
Edmonton, Alberta



CERTIFIED
MANAGEMENT
CONSULTANTS

ALBERTA



2009 Management Consulting Conference
**BUSINESS DEVELOPMENT
AND SUSTAINABILITY**

Strategies for Success in Management Consulting

AGENDA

Saturday, October 17

8:00 AM - 8:30 AM	Breakfast and Registration
8:30 AM - 9:00 AM	Welcome and Introductions
9:00 AM - 12:00 PM	Concurrent Breakout Sessions
12:00 PM - 1:00 PM	Luncheon with Featured Speaker
1:00 PM - 3:00 PM	Keynote Speaker
3:00 PM - 3:30 PM	Break
3:30 PM - 5:00 PM	Panel Discussion
5:00 PM - 6:30 PM	Social Reception
6:30 PM	New CMC Presentations and Dinner

**LIMITED SPACE
AVAILABLE,
REGISTER NOW!**

**1-800-268-1148
cmc-canada.ca**

Today's economic environment is causing all businesses to re-think how to successfully develop profitable business and maintain and grow market share.

This conference will provide both strategic ideas and a systematic approach for management consultants to survive and prosper in an increasingly competitive market. Learn from our lively panel how **CMCs can effectively differentiate themselves** from other consultants and communicate this value to prospective clients.



Norm Trainor

KEYNOTE SPEAKER

Author of the National Post's 1999 #1 business book in Canada: "The 8 Best Practices of High-Performing Salespeople" and the recently published book: "The Entrepreneurial Journey: A Handbook For Building Your Business"



Building Your Business; Redefining Performance

In this session attendees will learn innovative ways to grow market share and increase productivity by improving the practice development capability of their owners, managers, advisors and agents. Discover opportunities to align your interests with those of your partners, in bringing products and services to the end-user consumer. Norm will walk participants through a five-step program to Redefine Performance; steps include: Mindset, Target, Engage, Commit & Expand. This systems approach involves processes that are highly transferable and customizable to any business.

Norm Trainor is the Founder and CEO of The Covenant Group. He is an international speaker and author, as well as a consultant to organizations around the world. Norm has written over 300 articles for various leading publications in North America and internationally.

YOU WILL LEARN:

The Covenant Group's approach to practice development is a systems approach, which helps financial advisors develop and integrate the five phases of our Business Builder model into their own businesses.

PANEL DISCUSSION

How can we differentiate CMCs from other consultants in the marketplace and communicate this value to existing members, prospective members and clients?



Norm Trainor is the Founder and CEO of The Covenant Group. He is an international speaker, the author of the best-selling book, *The 8 Best Practices of High-Performing Salespeople* and *The Entrepreneurial Journey: A Handbook For Building Your Business*, as well as a consultant to organizations around the world. Norm has written over 300 articles for various leading publications in North America and internationally.



Roy Suddaby is a Professor of Strategic Management at the Alberta School of Business. Professor Suddaby has consulted to a variety of Fortune 500 corporations as well as leading professional firms in law, accounting and management consulting. His research has been published in *Administrative Science Quarterly*, *The Academy of Management Journal*, *The Journal of Organizational Behaviour*, *Accounting, Organizations and Society* and *Human Relations*.



David Wartman is a Founder and Co-Managing Partner of Legacy Executive Search Partners (Alberta) Inc. He has spent 25 years as a Senior Corporate Executive and Management Consultant working in Saskatchewan, Ontario and Alberta. In both his corporate and consulting roles, David has provided active support to corporate clients related to organizational strategy and to their human resource challenges including executive search, compensation, and organizational effectiveness.



Stephen Spooner is the Business Unit Leader of KPMG's Advisory Services practice in Western Canada with responsibility for providing advisory services to clients in B.C., Alberta, Saskatchewan and Manitoba. Stephen practices in the Performance & Technology service line and has over thirty years of experience providing service to major corporations and public sector entities with an emphasis on energy, utilities and telecommunications industry sectors.



Darcy Verhun is the Conroy Ross Managing Partner of Business Advisory Services. For the last 20 years Darcy has helped many clients address leadership and growth challenges in previous positions as Partner and Senior Vice President with international advisory firms. Along the way he's nurtured his passion for defining and creatively solving problems. He doesn't just see the forest for the trees – he helps grow them.

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CONCURRENT BREAKOUT SESSIONS

Participate in one of three sessions

Sustainability – what does this mean for businesses and organizations?



Doug Macnamara
President & CEO of Banff Executive Leadership Inc.

KNOWLEDGE CAFE STYLE SESSION - WE WILL EXPLORE:

- The value of sustainability in different contexts, ie. business, government and other organizations
- Tactics used by senior leaders and their consultants to tackle sustainability in all its complexity
- Innovative ways to build value for your enterprise and find robust adaptability and security for the future

Doug Macnamara specializes in strategy formulation and implementation, wilderness/high risk environments, organizational leadership, branding and sales/marketing/service development. Doug is currently the President and CEO of Banff Executive Leadership Inc. and has successfully led new business unit start-ups, down-sizing/turnarounds and restructuring/transformations.

Adding Value to Your Client Engagements and Consulting Practice



Dawn Ringrose
Principal
Dawn Ringrose & Associates Inc.

YOU WILL LEARN:

- About a platform for long term organizational success that is applicable to any size and type of organization
- About leading edge quality frameworks in Canada, United States, Australia, and Europe
- How to apply a comprehensive framework to your consulting practice and client organizations to reduce the cost of non-value adding activities (errors, rework, duplication, dissatisfaction) and increase organizational performance

Dawn Ringrose has worked with a wide variety of clients across industry sectors to implement quality management systems and has also applied quality principles and practices in her work with clients across key management areas. She has a FCMC designation and is a Certified Excellence Professional, Registered ISO 9000 Specialist, Assessor of Quality Systems, and quality award recipient.

The Impact of Business Development Activities upon Consulting Sustainability



Cal Harrison
President of Beyond Referrals

YOU WILL LEARN:

- Innovative ways to improve profit margins through reduced sales costs and increased rates
- A fresh approach to increasing employee attraction, retention and profitability
- Procurement methods that will reduce the massive waste of resources created by current RFP processes
- New procedures to help define strategic approaches into new markets and sectors

Cal Harrison is the President of Beyond Referrals and works exclusively with the consulting profession to improve their selling processes and profit. He speaks and writes about selling consulting for universities, professional associations, magazines, journals, and media in Canada, the USA and the Caribbean.

Featured Luncheon Speaker

Winning in a Competitive Market



Tom Trifaux
President – Headstart

With a unique background combining professional sports and a career in sales and marketing, Tom will share powerful ideas of how to leverage the basic skill fundamentals of business in order to achieve championship results. With a passion for coaching to the business world Tom will outline how to build a winning strategy in today's competitive market.

Tom Trifaux is a high-impact motivational speaker and seasoned business professional with over 25 years work experience in organizational development. He also brings experience as a CFL player and Grey Cup winner with the Toronto Argonauts.

LIMITED SPACE AVAILABLE, REGISTER NOW!

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BUSINESS DEVELOPMENT OPPORTUNITIES ARE OUT THERE... YOU JUST NEED TO KNOW WHERE TO LOOK!

EARLY BIRD SPECIAL

On or before September 18, 2009

- **Members \$375** plus GST – members must login to receive the discounted member rate
- **Non-Members \$495** plus GST

REGULAR RATES

After September 18, 2009

- **Members \$425** plus GST
- **Non-Members \$545** plus GST
- **Students \$210** plus GST
- **Group rates are also available**

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**Conference
registration includes:**

- Continental Breakfast
- Coffee Break
- Lunch
- Dinner
- Conference binder

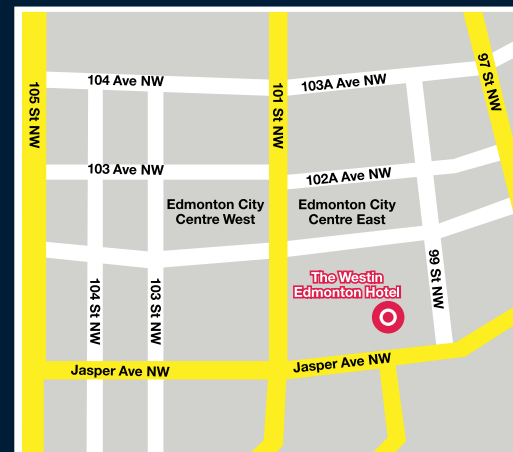
ACCOMMODATIONS

Special room rates have been negotiated at The Westin Edmonton Hotel.

1-800-228-3000
(please quote reservation # CAJ16A)

What You Will Learn From This Conference:

- Successful ways to develop business and maintain market share
- Strategic ideas and a systematic approach for management consultants to survive and prosper in an increasingly competitive market
- Tactics used by senior leaders and their consultants to tackle sustainability
- How to effectively differentiate yourself from other consultants and communicate this value to prospective clients



**CERTIFIED
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ALBERTA

THIS EVENT QUALIFIES FOR 6 CONTINUING
PROFESSIONAL DEVELOPMENT (CPD) POINTS.