

2025 Annual Report

Building Value. Elevating the Profession.



A **HIGHER LEVEL** of
management consulting



CANADA

Un **NIVEAU SUPÉRIEUR**
de conseil en management

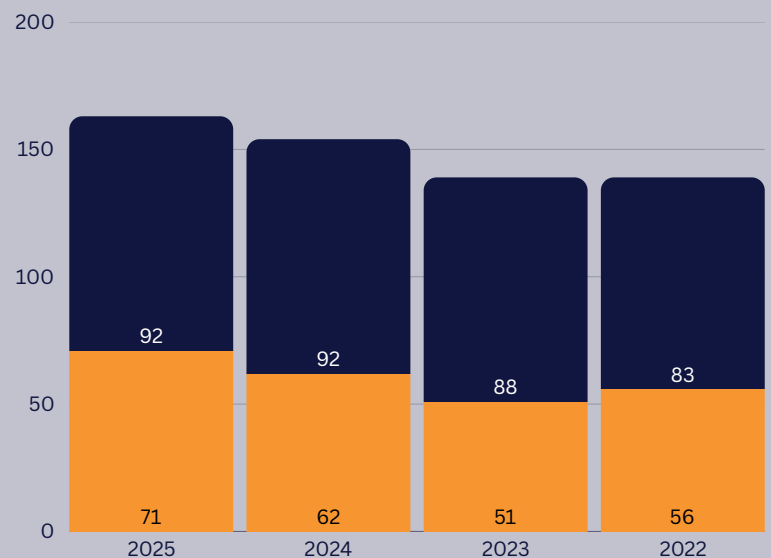
Building Value. Elevating the Profession

2024/25 was a year of action, innovation, and connection at CMC–Canada. As an organization we worked collaboratively to deliver an exceptional range of programming and services aimed at strengthening the profession, supporting our members, and increasing visibility of the CMC designation nationwide.

Whether launching new student initiatives, expanding partnerships, advocating on the Hill, or evolving certification programs, every initiative was designed to deliver tangible value and return on investment for all members.

We didn't just keep pace—we set a higher standard. With meaningful growth in member retention, certification participation, professional development offerings, and national visibility, 2024/25 was a transformational year for CMC–Canada.

A key success in 2024/25 was sustaining high member retention across the country. With CMC renewals holding at 92% and Associate renewals at 71%, these numbers demonstrate our members' confidence in the value and impact of their CMC designation and their experience.





Program Successes



Through **105 MAS consulting engagements**, CMC Members supported SMEs across Canada in a wide range of sectors with services such as growth planning and market research. These projects, **backed by \$822,000 in government funding**, helped businesses access expert advisory support they might not otherwise afford—building meaningful relationships with CMCs and raising awareness of the value of the CMC designation.



Engaged with 9 Academic Program Partners through campus outreach, in-class presentations, and faculty partnerships. Welcomed **3 new APPs**, with 5 additional schools in discussion.



Welcomed **50** new student members through competitions like JDC Central and JDC West, building on our long-term strategy to nurture the next generation of consultants.



Matched **45** mentees with **23** mentors in our National Mentorship Program, offering personalized guidance, leadership development, and professional connections.



Launched the CMC–Canada Student Council with its inaugural initiative, the “**Hire-a-Student Program**,” aiming to create real-world opportunities and foster industry integration.

A Year in Review: Adding Value



National Taskforces worked together to launch new resources and best practices for consultants in the field, focused on real-world impact and applicability.



Recognized national excellence in launching CMC-Canada's Inaugural Project of the Year Awards:

- **Gold:** Wesley Paterson (MAS project), also named **National Champion** at the International Constantinus Awards
- **Silver:** Diraj Goel
- **Bronze:** Dafne Orbach



Expanded member value through our Affinity Program, now totaling 12 partners including two new additions—Flip U and Erickson Coaching International.



A Year in Review:
Journey to Success



2024 PROGRAM PARTICIPATION SNAPSHOT

31 Executive Program Participants

31 Firm Partner Participants

Highlighting strong institutional engagement with
the CMC designation

62

New
CMCs
Certified



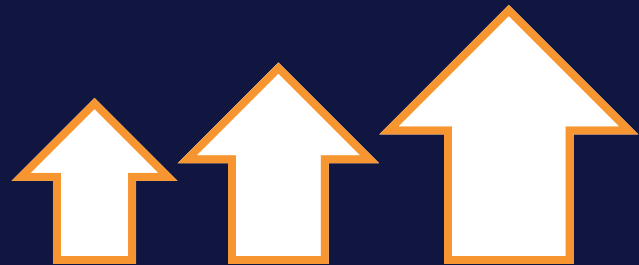
226

Currently in
the pathway

149

New Candidates
streamed into the
pathway

26% increase in NEW CMCs
from 2023 and highest number
of CMCs since 2012



CMCs are industry leaders



7 National Webinars

3 virtual PD events

350+ registrants

On topics such as:

- industry trends,
- leadership, and
- specialized consulting topics



National expansion of the Pro Bono Consulting Program – enabling members to contribute high-impact services to charitable and nonprofit organizations across Canada.

13 Certification Courses delivered

135 registrants



- Ethical Behaviour,
- EMC, and
- Executive Programming

1,162

new LinkedIn followers

8.4%

engagement rate



7200

cNotes

Subscribers

44.8%

open rate

Advocating and Influencing

Our advocacy work in 2024/25 was bold, focused, and impactful. From strategic meetings with MPs to influential public messaging, we worked to ensure that CMCs—and the designation itself—are recognized for their value in Canada's consulting landscape.



Hosted a very successful Day on the Hill, where CMCs met with Members of Parliament, and senior federal officials to elevate the awareness importance of the CMC designation.

Advanced visibility of the profession through our coordinated “Push Politics” campaign—targeted communication that aligned with our lobbying and engagement efforts.



Launched the upcoming CMC Advocacy Webinar Series to equip members to champion the designation and support our policy messages at the local and regional levels. With a newly elected federal government, the series will also explore fresh opportunities to engage policymakers on national priorities.

Built strategic momentum by establishing cross-party dialogues and sharing sector-specific priorities tied to the future of Canadian consulting.



CMC-CANADA
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Value. Driving Results.

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