

2018 CMC Promotion Campaign



CERTIFIED MANAGEMENT CONSULTANT

Professionals trusted for critical times

Introduction:

The Marketing Committee of ICMCI has put together this package for the use and adaptation by the IMC's at the country level. This can also spill-down to individual CMC's if the IMC so chooses.

The idea is that we try to show some consistency of theme and approach to marketing the CMC designation in the coming year across our 49 countries and further through the CMC Global Institute. We have received input in 2017 from various countries and individuals, and the Marketing team itself has members from various countries.

This package includes:

- Logo with 2018 campaign slogan in jpeg, ai, png and GIF formats in the official blue colour
- Sample Consultant Profiles for IMC's to use to build their own local-country consultant-profiles, plus
- Fillable PDF-Template to insert new individual profile content, photo, etc.
- Sample Letter to government regarding 2018 International Consultant's Day on June 7, 2018.

Concept:

The campaign concept is an adaptation of a very successful approach used by the CPA's to enhance their public's recognition of their designation. There are 2 key elements of the campaign concept:

1. To get executives and other professionals (such as CPA's) to consider how they might use a CMC to benefit their organization. We will do this by highlighting examples of leading CMC Consultants around the world – at the country level, and at the individual consulting Firm/Client level. And,
2. To reinforce our CMC logo, to reinforce that we are Professionals, and that clients should trust us – especially in these critical times, to assist their organization.

During the development process of the campaign, the marketing committee sought out, received, and considered many different word choices and slogan components suggested from around the world.

We also appreciate that almost everyone feels they can improve on or use "better" words to describe a CMC, our slogan, etc. But we ask you to **keep the use of our slogan wording and campaign templates the same as contained herein** – we need a consistent message, a consistent look, and a consistent approach to advertisements, logo use, type font, etc.

The best way to have impact is repetition. Repetition of a simple concept and simple messaging!

How could YOU use a Certified Management Consultant?



Please also notice that we are also reinforcing the official colours of the CMC identity, and ask you to remain consistent in the use of these colours as well.

Type Font is Verdana.

Consultant Profiles:

At the heart of this campaign will be the display of a variety of Consultant Profiles.

These should be fairly simple, consistent and reinforcing the different types of work that CMC's can provide their clients. Different things we can do, and also, importantly the outcomes/impact our CMC's can have on the client organization.

- Use a high quality, professional-looking, pleasant image Photo, of the face of the consultant.
- Create the black Header that speaks to the individual consultant – how would you want to be known in 1 simple statement. Be sure to use an active adjective such as:
 - **Pioneer/Trailblazer**
 - **Innovator**
 - **Leader**
 - **Creator**
- Then provide 3-4 bullet statements of the impact you make to clients. Plain language as much as possible, and things that clients would likely need.
- At the country-level; you will need to create/collect several different Consultant Profiles that show diversity – Male/Female, different racial faces, older/younger, etc.
 - Financial, Marketing, Strategic, HR/Training, Governance, IT expertise areas
 - Corporate, Government, Not-for-Profit, Small Business,

These Consultant Profiles can be used in several ways:

- Website landing page of the IMC - images that would move/scroll through 4 or 5 Profiles
- Multiple Magazine/newspaper/In-flight magazine or video ad, Quarter page ads
- Posters in Airports/Train Stations/Subways/Buses
- Bus shelter or road billboards

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Sample Consultant Profiles:

The following Consultant Profiles are SAMPLES, you can use to develop your own.

(Please do not use any of these unless you receive permission directly from the individual profiled.)

How could YOU use a Certified Management Consultant?



Tim Kist, CMC
Winnipeg, Canada

Creating customer-centered culture for improved performance:

- Improving understanding of your customer to align the corporate purpose
- Creating marketing strategies that build from your strengths
- Ensuring company alignment and accountability
- Launching new products or re-energizing existing products and services

SAMPLE www.cmc-canada.ca



3" x 5" Ads for Websites
¼ page ads for newspapers
e-marketing pieces, etc

Can also be scaled to size for
➤ Posters
➤ Billboards
➤ Bus Shelter Ads, etc.

How could YOU use a Certified Management Consultant?



Lydia Goh, CMC
Singapore

Pioneer in Top-level Executive Coaching

- Confidential Coaching for peak performance of C-suite executives, senior leaders and high potential talents.
- Leadership development plus Performance Management systems leading to alignment of staff with goals & higher performance.
- Psychometrics-enhanced training/recruitment
- Facilitating Change with teams
- Succession Planning for C-suite & Key roles

SAMPLE www.imcsingapore.co



How could YOU use a Certified Management Consultant?



Doug Macnamara, CMC
Banff, Canada

Innovator in Governance, Strategy & Leadership Development

- Over 60,000 Board members & executives developed across 15 countries improving interpersonal & team effectiveness, unique/creative strategy & increased performance.
- Governance structures, systems & tools, coaching for high-performance boards.
- Breakthrough Strategic thinking, value-positioning & planning for unique success.

SAMPLE www.cmc-global.org



How could YOU use a Certified Management Consultant?



Donald Demeritte, CMC
Nassau, Bahamas

Helping organizations identify and formulate smart growth solutions:

- Ability to tap into extensive Caribbean and Global Market for best practice analysis
- Works with business owners and executives to formulate models
- Modeling includes benchmarking, institutional restructuring, B2B match-making and public private partnership targeting

www.caribbeanimc.com



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How could YOU use a Certified Management Consultant?



Miranda Valinskas,
P.Eng, P.Log – CMC
Toronto, Canada

Supply Chain Transformation Executive:

- Supply Chain & Logistics Strategy
- Facilities Planning & Design
- Process & Performance Improvement
- Execution Planning and Management
- Interim Executive Solutions

Translating business needs and challenges into cost effective, practical & creative solutions

www.cmc-canada.ca



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IMC's are encouraged to find examples of their CMC's from different fields of consulting (Consulting Body of Knowledge) to highlight, including:

- Strategy/Strategic Management
- Financial Management
- Information Technology, Software, World Wide Web
- HR Management & Training
- Marketing & Sales
- Board Governance
- Operations Management – Quality, BPR, ISO, etc.

CMC Consultant Profile Template:

How could YOU use a Certified Management Consultant?

Title in Bold ital

Insert Photo

- Bullet 1
- Bullet 2
- Bullet 3

Describing outcomes you deliver/have delivered for your clients, i.e. "Analyze supply chain systems and minimize costs by average of 12%

First Last names, CMC

www.websiteaddress.org



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We are providing 4 formats of templates:

1. **A fillable PDF file.** (Users should ensure they have the most up-to-date version of Adobe Reader to use this.)

This is the safest version for wide distribution as it "locks-down" the graphic elements.

This file works on various versions of Windows OS and also Mac-OS.

Note: in order to get a "bullet" for the bullet section use MS-Word or another word processing software and use "Insert" → Symbol → (find the bullet) → Insert

Then copy-paste this bullet in front of the text already inserted for each line.

(Do not insert the symbol before typing the rest of your content or you may get glyph-type, instead of regular Verdana type.)

2. **A Microsoft Word version.**

This is a more "free-form" file, and has the danger that users will "play" with positioning of the elements or accidentally shift things around. Only expert users should use this option.

Once finished with the MS-Word file you will need to create a pdf for media services to then use.

If you do not how to do all this, go back to the fillable pdf file.

3. **An Adobe Illustrator file**

4. **An Adobe Acrobat file**

These last files are for the use of expert desktop publishing users with the appropriate software.

Letter to Government and/or Corporate Leaders

Another component to the campaign is the writing of letters to Government Leaders and Corporate Leaders to raise their awareness of our designation and the benefits of hiring a CMC.

Included in this e-kit for IMC and CMC use, is a sample promotional letter to senior leaders.

If you have any further questions or needs, please contact cmc-global@cmc-global.org