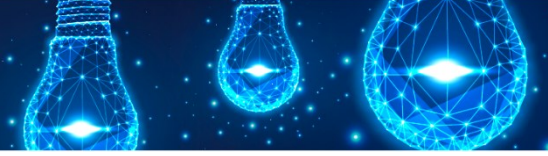


# ICMCI- Marketing and Advocacy





## What we need to accomplish?

### Our Strategic priorities

#### Our Vision:

ICMCI will be a leader in the development of management consulting as a global profession that drives social and economic success.

#### Our Mission:

To build the profile, recognition and influence of the profession and its practitioners globally.

#### Our Goals:

- Building the profile, recognition and influence of the profession and its practitioners globally, to ensure that management consultants serve their clients with world-class competence and professionalism.
- Supporting, enhancing, and growing the international network of management consulting institutes, as well as encouraging information sharing, networking, and reciprocity between institutes.
- Enabling IMCs to enhance the visibility, recognition, and desirability of Certification as international benchmarks.



## Where we stand?

- Analysis
- PESTLE, ISSUE, STAKEHOLDERS, SWOT
- Collecting information and the documents
- Projects
- Communication channels
- Core values



## How?

- Creating team for the support
- Workshops ( zoom)
- Interviews
- Meetings

If I contact you for some informations, please provide me with the info

If you have some suggestions, be free to contact me at any moment

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## Results:

- Reccomendations for the Managing Board
- If we have time Create Communication strategy for the ICMCI
- Key Messages for IMCs
- Reccomendations for the Projects



Thank you!

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