



CMC - GLOBAL

The dutch approach

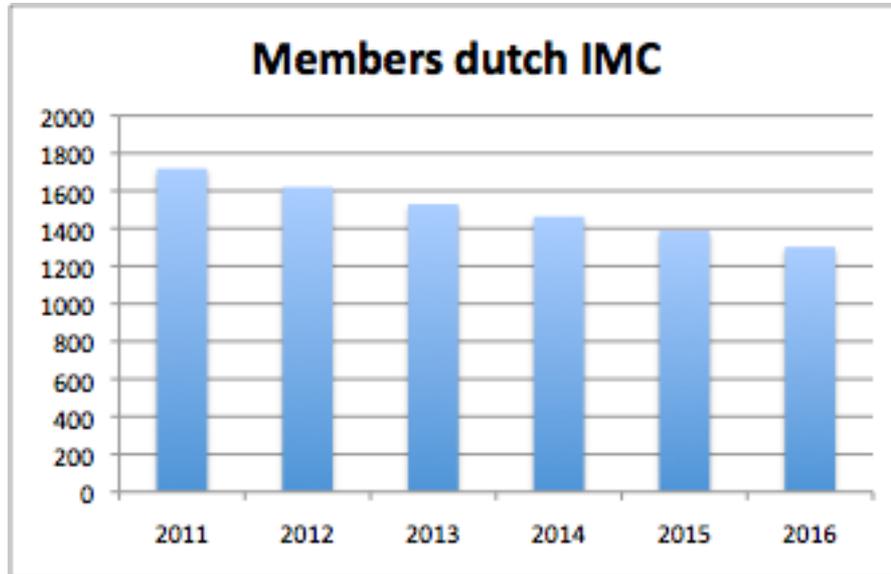
Targeting younger generations

Connecting generations of management consultants

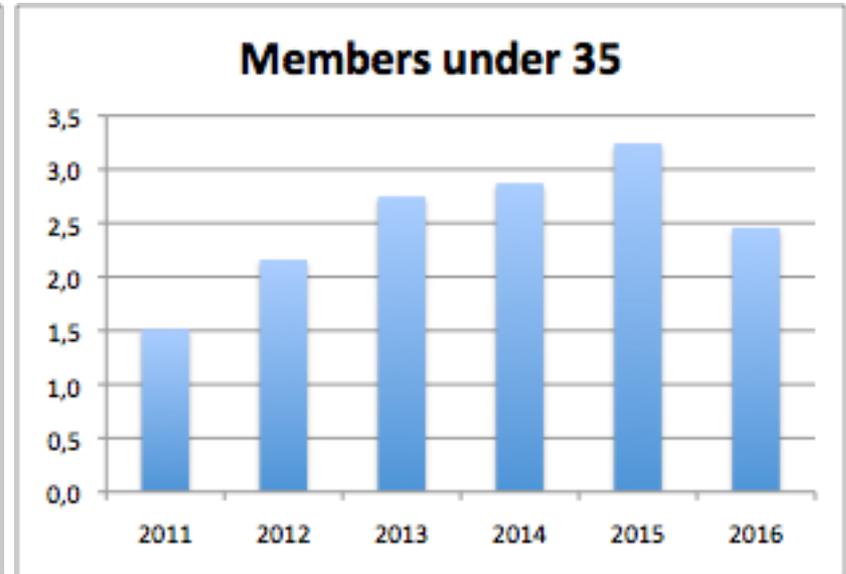


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Current situation in the Netherlands

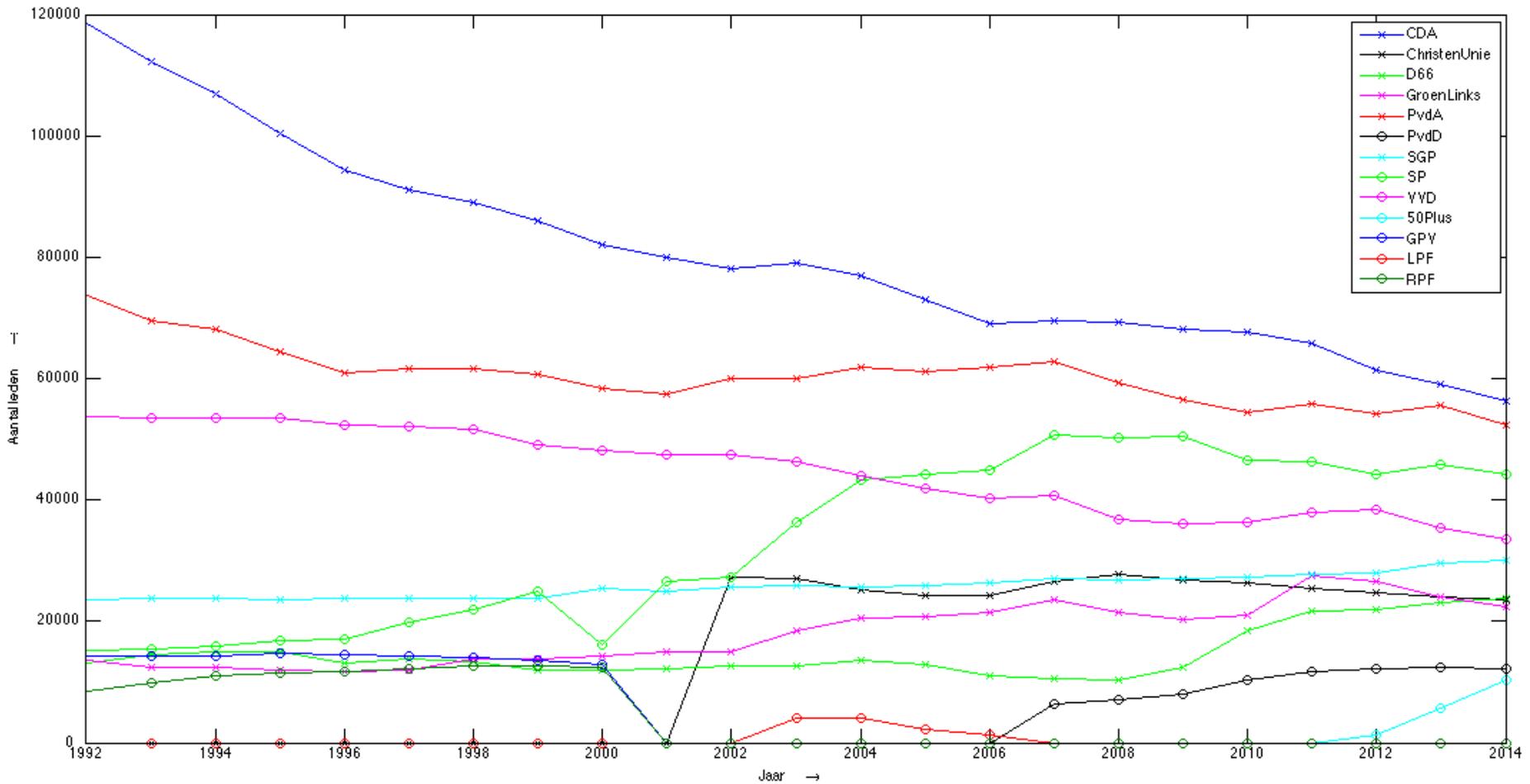


From 1718 member in 2011 to 1302 members in 2016

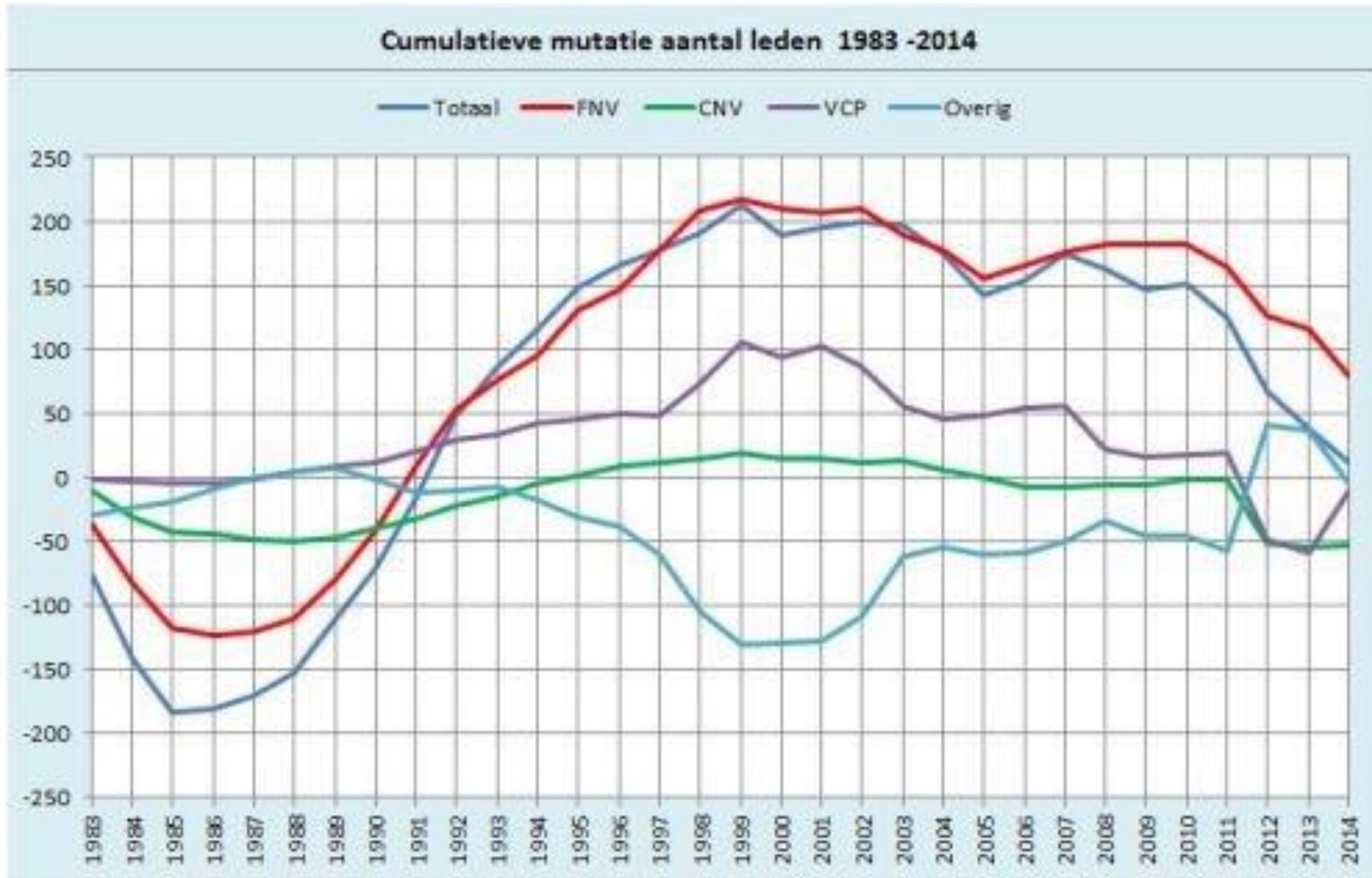


From 26 members in 2011 to 45 members in 2015, to 35 in 2016

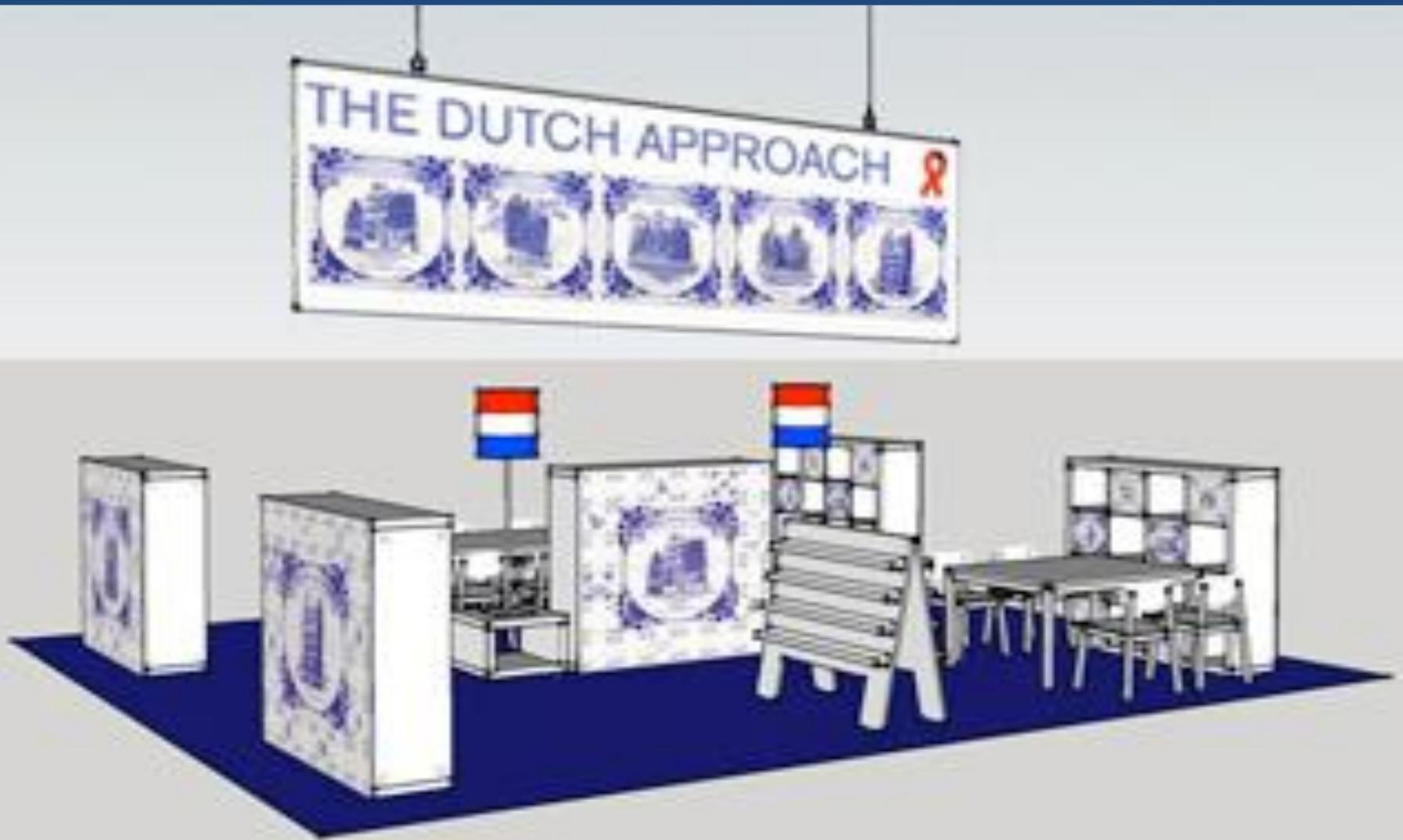
Context: members of political parties in



Context: members of unions



Focus on the needs and energy of our young members



Start: Engaging our current young members. Inviting them for a conversation about the differences between generations with dr. Aart Bontekoning CMC



Next: 4 young members claimed and organized the “dag van de orde”. We introduced the concept of #unusualgoodconversations



We want #unusualgoodconversations. We want: real contact, depth, the freedom to create your own day, with your questions, needs and dilemmas.



*Working together with de ROA: the dutch IMC for Consultancy Firms.
We invited all young members for a “leadersheep” course*



Leadership 2





Interactive workshops at universities and colleges with real life cases



Lessons learned



Lesson 1: What's in it for me and for my career? The young member as a consumer



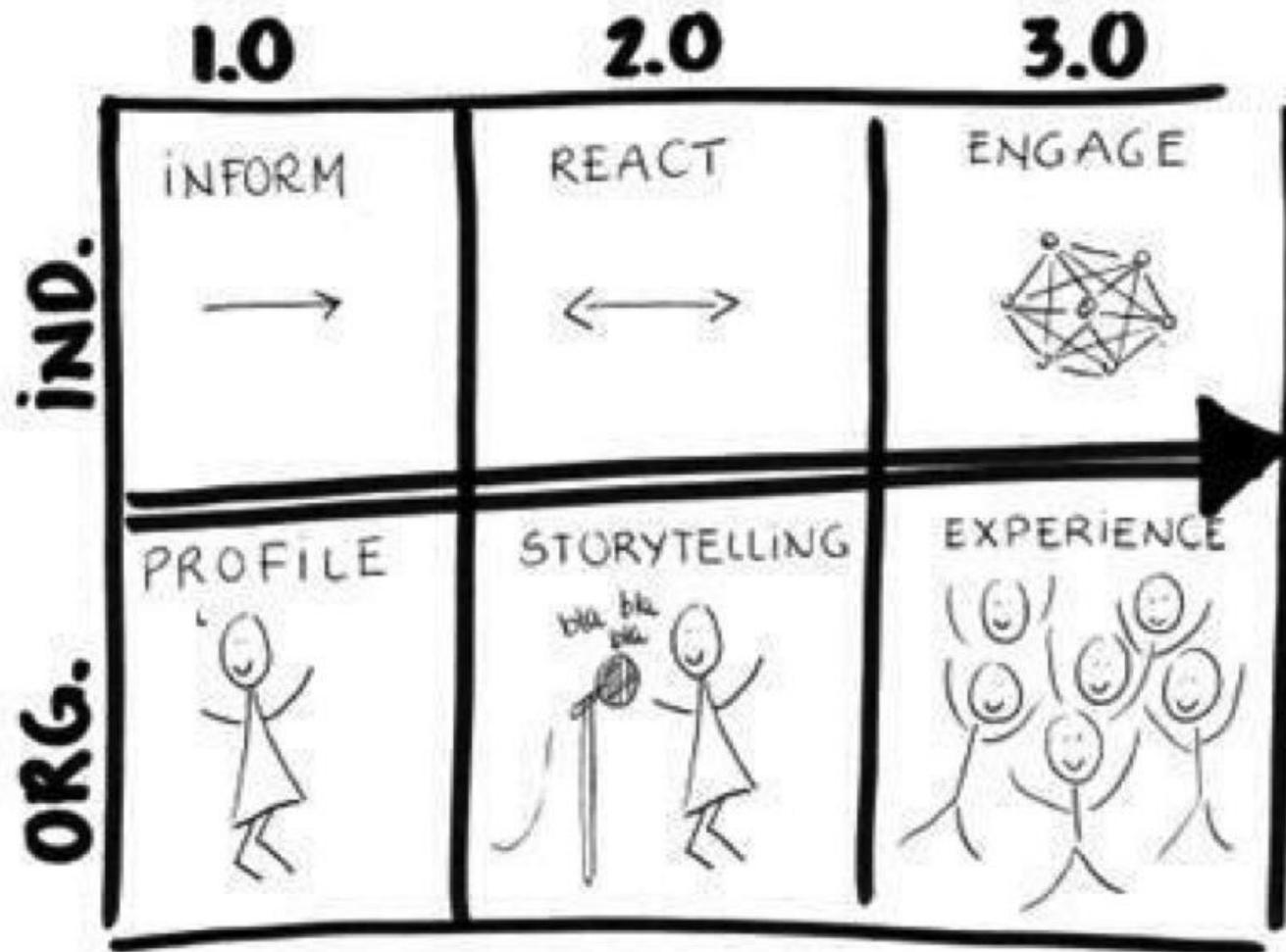
Lesson 2: Membership is “out”, personal networks is “in”



Young members want to participate on a project basis, not as a member of a board or committee

Focus on informal networks

Lesson 3: From informing to engaging



From informing to engaging

From sitting and listening to experiencing

Lesson 4: open, open, open

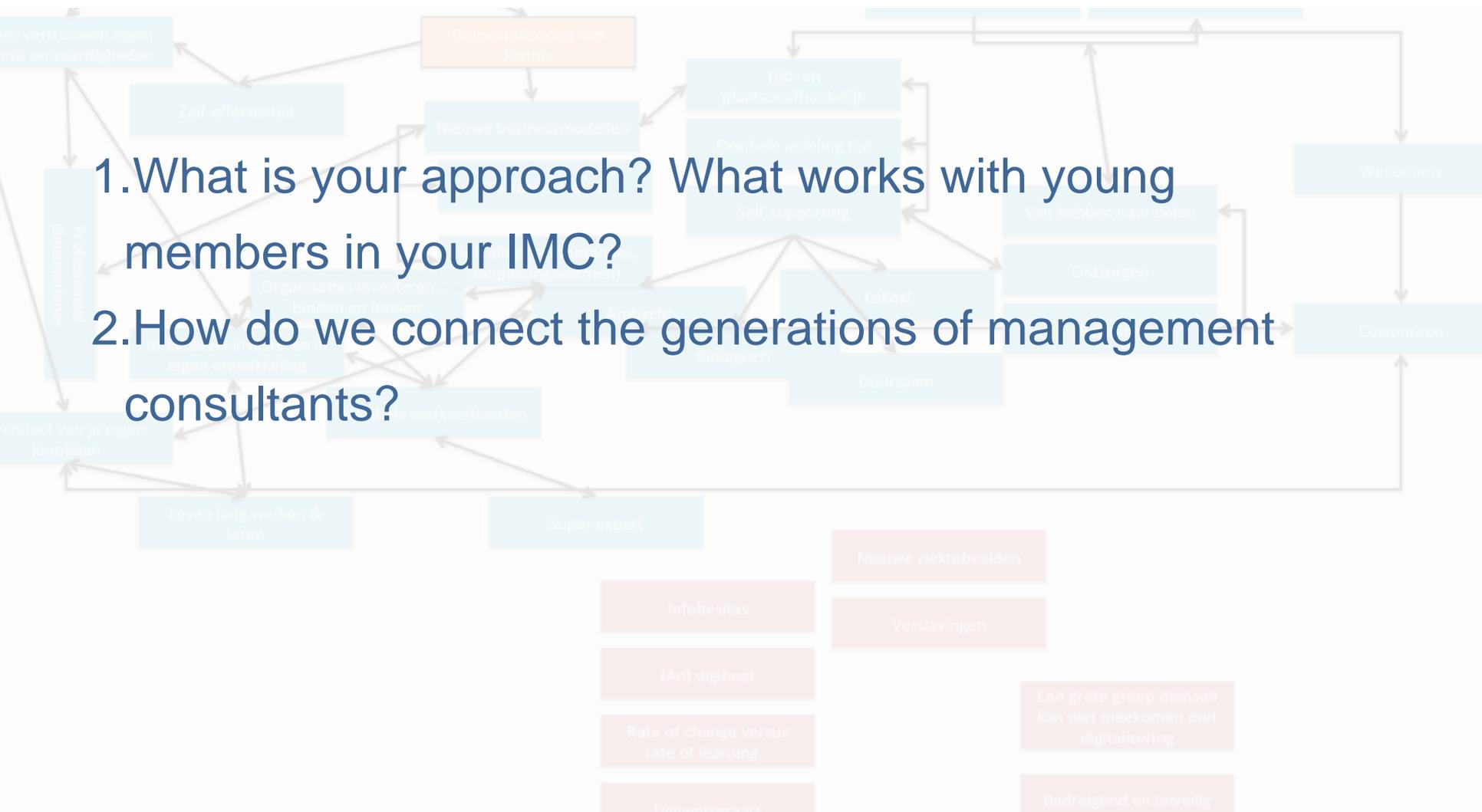


Lessons Eurohub Bonn 13 July 2016: It's not young *or* old, but young AND old!



1. Who are those young people in our profession? What works? Ask them?
2. Create the right circumstance to join
3. How much freedom and mandate do we give to our young members?
4. Start dialogues between universities and IMC's. The universities have our future members

Discussion: What does this mean for your IMC?



1. What is your approach? What works with young members in your IMC?
2. How do we connect the generations of management consultants?