

Topic: **Growing our Next-Gen membership – Securing Established IMCs' futures**

To: Established IMC Community leaders

From: Randy Baldwin, FCMC  
Established IMC Community (EIC) Chair

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We would like to invite you to join us in a really important membership-building initiative.

- Many IMCs are experiencing a drop in membership, and experiencing difficulty in attracting new, younger members.
- We must understand what the next generation of consultants want and need from a professional body/community.
- “Membership” as we practice it today is a concept of our parents and grandparents – over 50 years old. It needs reinvigoration and new relevance for consultants of the future who likely belong to many virtual communities through social media platforms.

Dwight Mihalicz, chair of the International Council of Management Consulting Institutes (ICMCI), believes that the EIC has chosen a winner for its first project. He goes on to say, “Is our model still valid? Possibly our future has to become a very different picture than our past in terms of how management consultants come together, collaborate, and attain their personal and professional requirements”.

Many of our IMCs are considering whether to introduce an entry-level certification that would be meaningful to management consultants who are just entering the field.

### **Let's unleash the potential of our international collaboration**

Rather than each IMC tackling these exceptionally important issues individually, it makes so much sense that that we collaborate, bringing the best minds together to share resources so that we can all understand how best to serve our profession.

We in the EIC and the board of ICMCI are looking forward to these market research results providing important input into our strategic initiatives.

At the October 2018 Milan meeting, EIC representatives enthusiastically agreed to support a market research project to improve our understanding of the needs and wants of younger consultants in our respective countries.

A key part of our information gap is whether there is potential to attract larger numbers of other consultants (e.g. specialist in specific fields including marketing, engineering, IT, communication, HR, etc.) to become members of our organizations.

- Are they aware that we exist?
- Do they appreciate the role of certifying bodies?

Since October, a small group of us have been crafting an approach with extensive input from Dr. Simon Haslam, chair of the ICMCI Academic Fellows panel. We developed a survey methodology to accomplish this objective. It is now time to launch the project, and we need your support.

Dr. Haslam has helped guide development of the project. Dr. Haslam's ***Consulting Readiness Index*** provides insight on sector conditions for participating countries.

This project consists of two surveys:

- The first survey will be qualitative and will feature a small number of questions with space for open-ended answers (see below). Analysis of these responses will provide an unbiased understanding of attitudes and perceptions towards the profession and membership in the IMCs. These attitudes and perceptions will form the basis for a larger survey which will provide quantitative responses.
- The second survey will be quantitative and will probe in more depth and in greater numbers into the attitudes of the next generation consultants

We request that each Institute circulate the initial survey to 25 members and 25 non-member consultants, all under the age of 45. How you administer the survey is entirely up to you (for example, you could use an online tool like Survey Monkey).

We are targeting younger members for the obvious reason that this is where our growth will come from. We wish to keep each country's responses separate for the time being. Your responsibility is to provide as close to 50 responses as possible.

Dr. Haslam has kindly agreed to help with analysis of the qualitative responses to the five open-ended questions. With sufficient responses, within a few weeks we will develop the second survey instrument for wider distribution, to members and non-members alike.

Thank you for your support of this important project.

### ***Survey components:***

#### *Demographic Qualifiers:*

- *Gender (M/F/other) – 3 tick/click boxes for easy completion and tabulation*
- *Age (under 25, 26-35, 36-45) – 3 tick/click boxes for easy completion and tabulation*
- *Country – not required if you are circulating the survey to consultants in only one country*

*Questions* – *your chosen survey tool will have to have open text entry capability for each of the following questions:*

- *What attracted you to consulting as a career option?*
- *What are the biggest challenges you face in your work as a consultant?*
- *What are your main priorities in future development as a consultant?*
- *If the consulting sector had a professional body/ consulting community, how could such an organisation help you and be valuable to you, in your career as a consultant?*
- *Is there anything else you think a professional body/consulting community for the consulting sector should focus on?*

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