



CMC - GLOBAL

ICMCI

2023-2024

Introducing the Global Academy of Management Consulting

A Strategic Initiative of ICMCI Services Inc.

Dwight Mihalicz, CMC®, Director of the Global Academy

Background and Strategic Context

ICMCI: Promoting standards and excellence in management consulting globally.

ICMCI Services Inc. established to manage commercial initiatives.

Global Academy Vision: Advancing the management consulting profession through world-class training and professional development.

Market Analysis and Need for the Academy

Changing Landscape: Increasing complexity, rapid change, globalization, and digital transformation

Target Audience:

- Emerging consultants seeking foundational skills

- Experienced professionals needing advanced training

- Procurement and contracting professionals seeking expertise

Alignment with ICMCI Mission

Commitment to Excellence: Aligning with ICMCI's core values and standards

Leveraging ICMCI's Reputation: Providing globally recognized training with the credibility of ICMCI

Target Impact: Enhancing standards, ethics, and global competencies

Global Academy Offerings

Flagship Program: ISO 20700 Checklist Training

Available online via a Learning Management System (LMS)

Automated registration and access

This online, learn-at-your-own-pace version can be made available to any Institute that would like to have this capability

Global Academy Offerings

Future Program Examples:

Introduction to Management Consulting

Digital Transformation, Sustainability, Data Analytics

Leadership,

Ethics,

Organizational Performance



Impact and Value Proposition

For Individual Consultants: Enhanced skills, marketability, and career opportunities

For Consulting Firms: Improved quality of service and innovation

For Clients: Access to competent, ethical consultants driving effective solutions



Benefits for Institutes of Management Consulting

Increase membership

Increase Visibility and Engagement: Participate in local marketing efforts to connect with members and non-members

Opportunity for Collaboration: Expand reach of Institute training programs via the Global Academy platform



Benefits for Institutes of Management Consulting

Revenue Generation:

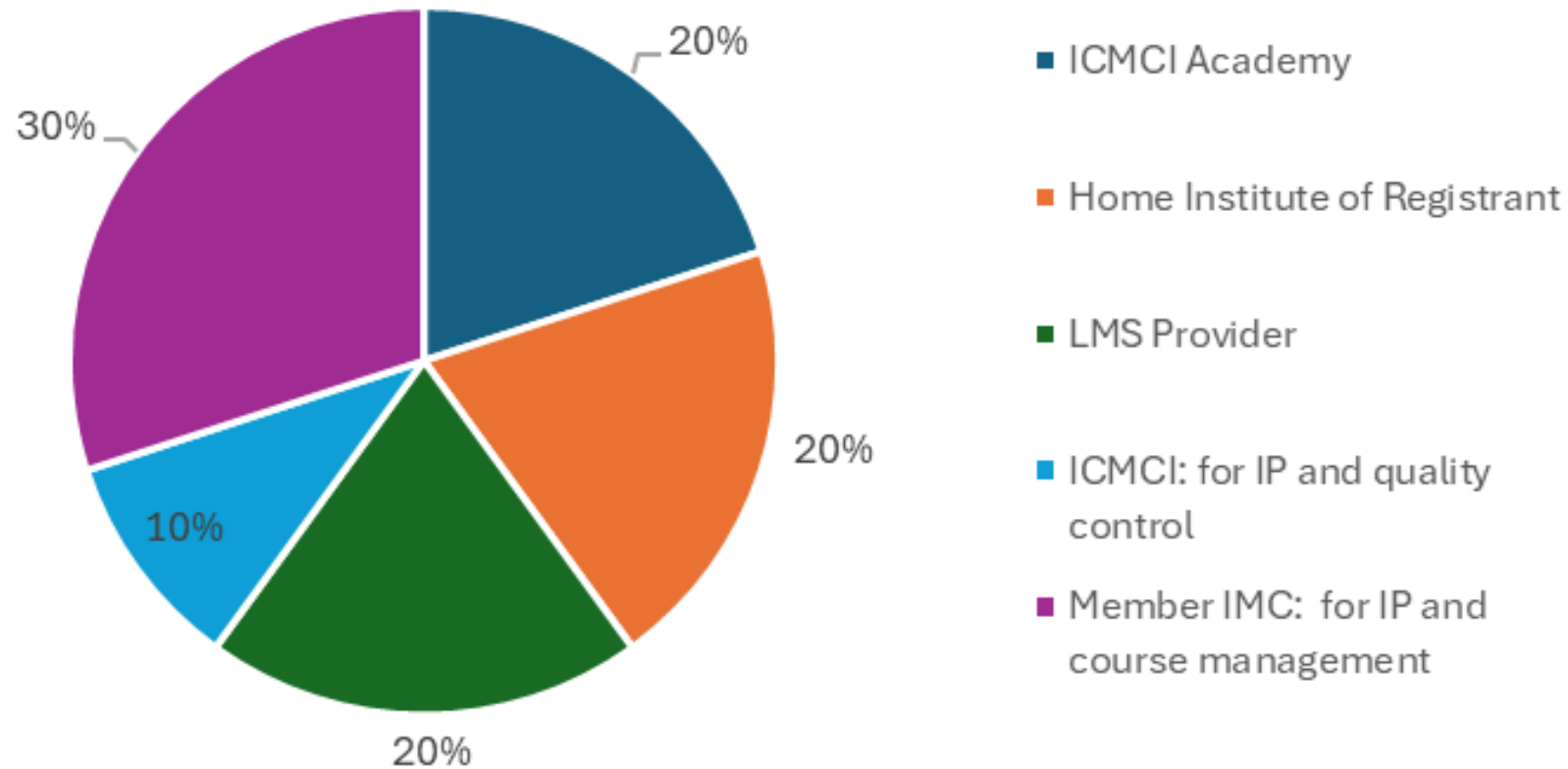
- Share revenue from courses attended by consultants in their regions
- Generate revenue from IMC PD programs

There are several scenarios for revenue sharing.



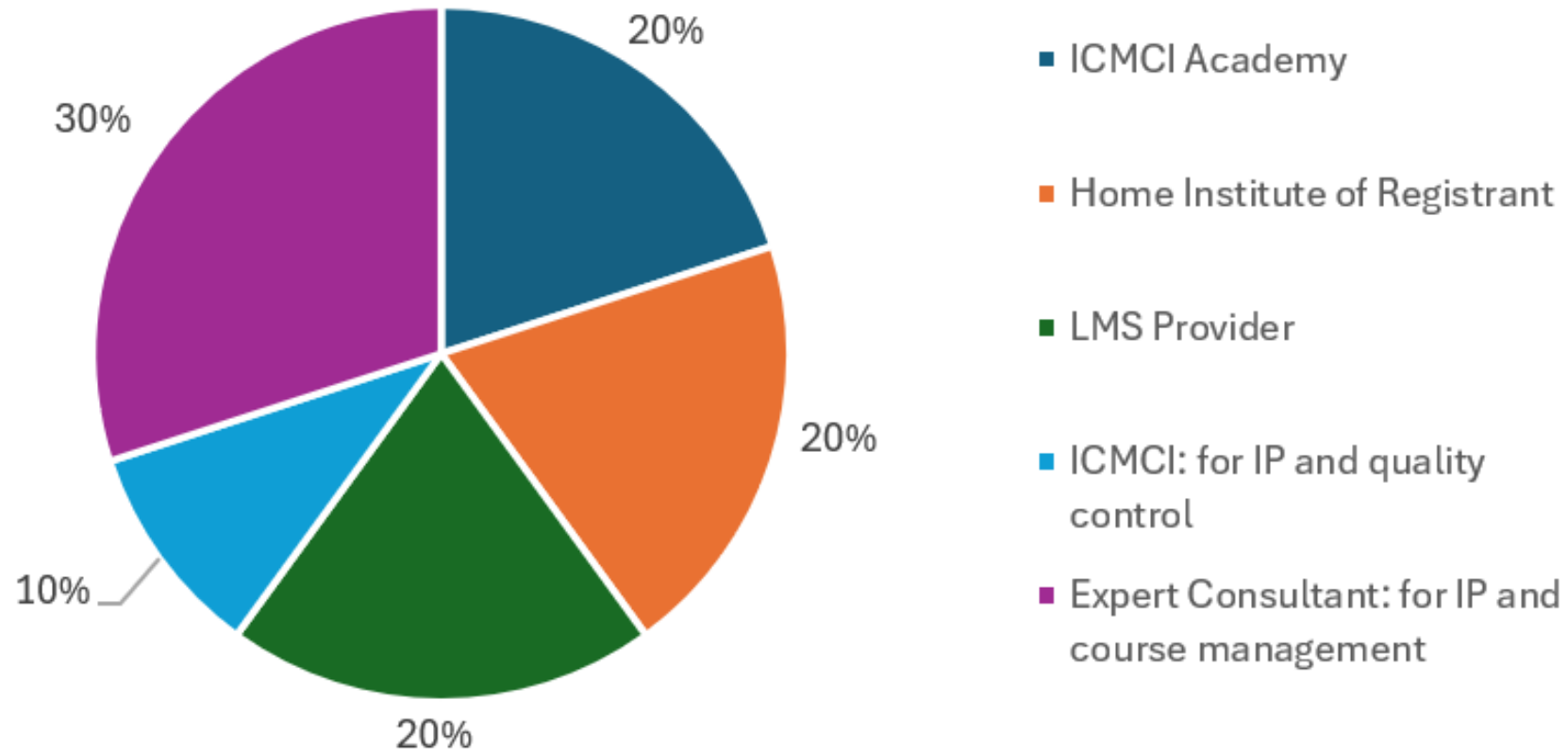
Revenue Generation

Member Institute Training Programs

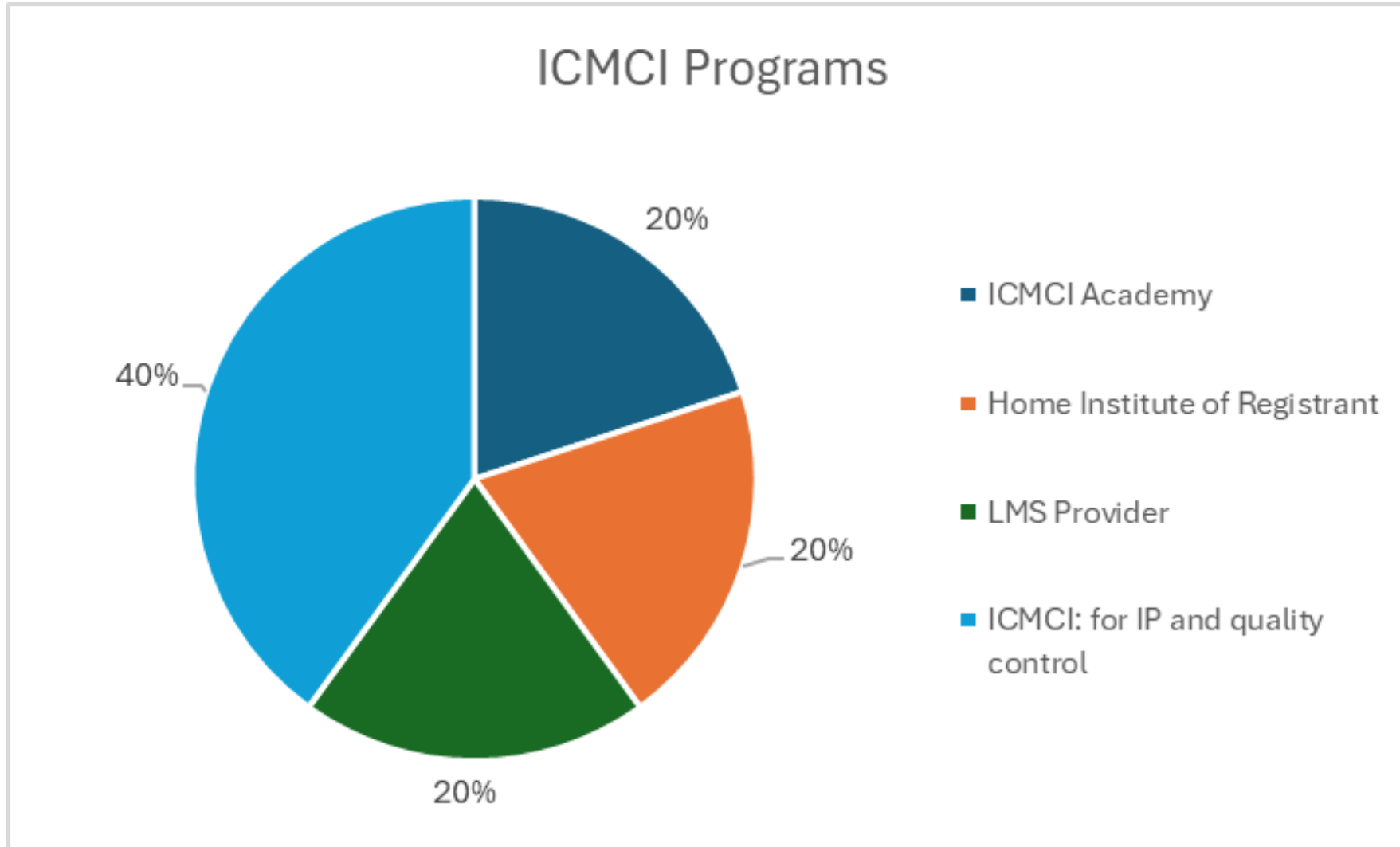


Revenue Generation

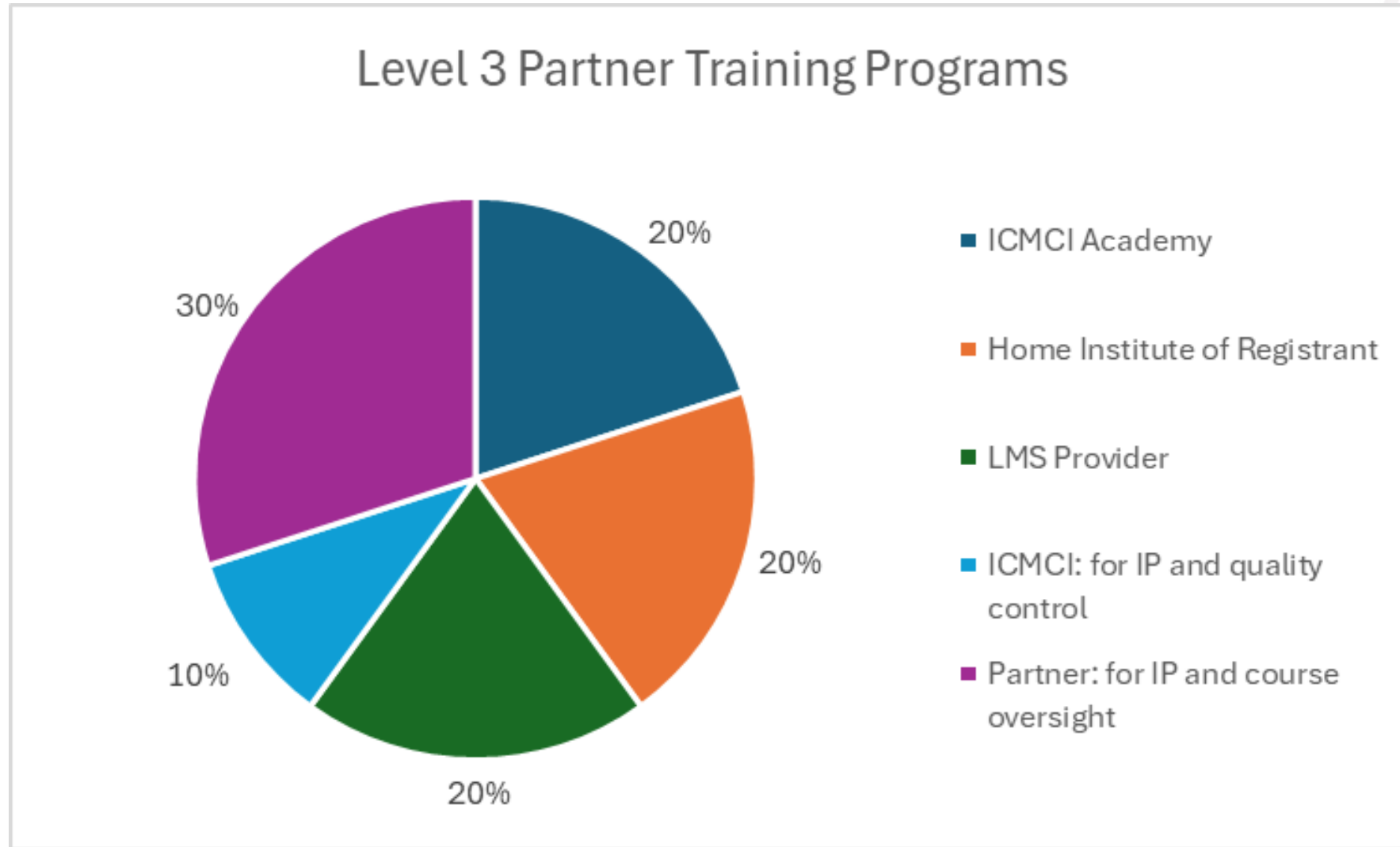
Expert CMC[®] Consultant Training Programs



Revenue Generation



Revenue Generation



How Institutes of Management Consulting Can Contribute

Local marketing and outreach

Sharing content and program ideas

Participation in quality assurance initiatives



Operational and Quality Assurance

Platform Setup: Learning Management System with automated payment and registration

Quality Standards: Establishment of a Quality Assurance body to ensure content relevance, quality, and branding



Marketing and Outreach

Multi-faceted Marketing: Digital campaigns, website, social media, email marketing

Leveraging the ICMCI Network: Promote via word-of-mouth and Institutes of Management Consulting

Branding Focus: Highlighting ICMCI's reputation for excellence

Financial Projections and Revenue Model

Revenue sharing agreements with course providers

Course fees, certification charges, and potential partnerships

We encourage Institutes to contract with the Global Academy to offer their content through the platform for mutual success

Risk Management and Contingency Planning

Identified Risks: Market competition, technological challenges

Mitigation Strategies: Contingency plans for unforeseen challenges

Institute Support Critical: Success depends on strong engagement from
Institutes of Management Consulting

Call for Support

The Global Academy's success depends on
you

Active participation is key to maximizing
global impact



Conclusion

The Global Academy is a timely initiative that aligns with ICMCI's mission and addresses the evolving needs of the consulting profession.

Let's collaborate to ensure collective growth and elevate the global standard of management consulting training and development.

Q&A

Questions and comments?

