



**CMC - GLOBAL**

# **Implementation Plan 2017-2018**

## **Update**

### ***Astana 2017***



CMC - GLOBAL

# Build the profile, recognition and influence of the profession and its practitioners

Enabler	Time Frame	Deliverable
CMC Directory	2017-2018	<ul style="list-style-type: none"> <li>• CMC Directory as part of the CMC-Global website</li> </ul>
Global status	2017-2018	<ul style="list-style-type: none"> <li>• Increase number of IMCs using the CMC mark in their name/tag line.</li> <li>• Increase traffic to CMC-global website (internal and external)</li> </ul>
ISO 20700	2017-2018	<ul style="list-style-type: none"> <li>• Launch the ISO standard Tool Kit</li> <li>• Launch the marketing plan</li> <li>• Launch the ISO 20700 website</li> </ul>
CMC Firm	2017-2018	<ul style="list-style-type: none"> <li>• Finalize the CMC-Firm Package</li> <li>• ACP to CMC-Firm migration</li> <li>• start on the CMC Firm Directory</li> </ul>
Constantinus International Award	2017-2018	<ul style="list-style-type: none"> <li>• Increase participation to 2018 to be 20 countries.</li> <li>• Secure an income sharing plan with Constantinus managing office</li> </ul>
International Conference	Annual review	<ul style="list-style-type: none"> <li>• Increased participation / speakers</li> <li>• Increased participation / attendees</li> </ul>

# Support, enhance, and grow the international network of management consulting institutes and number of CMCs

Hubs	Annual review	• Hub meetings with traction to discuss ICMCI business
		• Advocacy at country host
		• Meet with each IMC at least once each year
Outreach	Annual Review	<ul style="list-style-type: none"> <li>• Proper management of communication with the IMCs through the assigned liaisons of the board and the ED to assure channelling to MCs and CMCs.</li> <li>• 50% of Board at each Hub. Chair and Reema at all Hubs</li> </ul>
Membership Growth	Annual review	• 1 IMC/Year while properly maintaining current membership
Collaborative Approach	Annual Review	• Increased communication
		• Sharing of best practices – to and from board and between IMCs
		• Continued proper support for growth
Regional Representatives/Liaisons with Int. Organizations	Annual review	• Increase presence at international events to promote ICMCI – at least 1 event / year
		• Maintaining relationship with the UN and maintaining UN NGO Consultative Status.

**Important note resulting from meeting discussions: Mature Institutes Hub Initiative to be included with hubs above after receipt of Hub Goals and plan**



# Enable the IMCs to enhance the visibility, recognition, and desirability of the CMC designation with both consultants and users to include heads of government as a risk reduction tool

Communication Packages to national governments	2017-2018	<ul style="list-style-type: none"><li>• Letters to be distributed by IMCs to national governments</li></ul>
International Funding and Financing Agencies	2017-2018	<ul style="list-style-type: none"><li>• Letters of Communication (advocacy)</li></ul>
		<ul style="list-style-type: none"><li>• Identify targets</li></ul>
		<ul style="list-style-type: none"><li>• Liaise with IMCs/beneficiaries</li></ul>
ISO from a Client's Perspective	2017-2018	<ul style="list-style-type: none"><li>• Marketing Material to be included on website, newsletter and direct mailing.</li></ul>