

## ICMCI Board Meeting Strategy Session Minutes March 15- 16, 2022

**Date of the meeting: Tuesday and Wednesday 15-16 March 2022**

### **Day One Discussions 15 March 2022:**

#### **Chairman's introductory remarks and layout of discussion and moderation of sessions**

- 1) The board agreed to conduct a face-to-face meeting in Vienna around the International Consultants Day that will take place on 2 June 2022.
  - IMC Austria will be celebrating the 25<sup>th</sup> Anniversary of the International Constantinus Award on the evening of 2 June 2022 and will invite the ICMCI board members to attend this event.
  - The ICMCI 35<sup>th</sup> anniversary date is on May 2022 and that can be added to the 2 June 2022 celebrations.
  - The face-to-face meeting in June will focus on finalizing the three-year ICMCI strategy.
- 2) The chair updated the board on the business automation solution that is now being discussed, as by implementing this new software we will enhance the interaction with all members and volunteers in the different committees. The integration for all processes will take time that will be agreed on when building up this software. The cost of this solution is per the number of administrator users.

#### **Future of Consulting: Define, identify scope, deliverables, and KPIs for the Strategy to include values.**

The board discussed their views re the Future of Consultancy Initiative:

- 1) Creating the ICMCI future on how to deal with the future of consulting, since the consultancy industry is changing always.
- 2) How to structure the profession going forward in terms of qualification, define what the profession is, and define the standards.
- 3) The strategy should serve as an enabler to achieve tangible results across the three strategic goals, as it has an adaptable approach and engages all stakeholders.
- 4) Preparing a training program for IMCs about sustainability of the profession in line with the ICMCI philosophy.
- 5) To capture the new generation of the IMCs.
- 6) ICMCI should not compete with the IMCs, as this will limit its reach to the management consultants around the world and that is the main reason for driving the stakeholder review.
- 7) To think about new ideas to support the profession that were not applicable in the past without undermining the local institutes but engaging them in a collaboration method.
- 8) What are the pillars of the strategy for ICMCI to position itself in the future? And what hat does it mean to be a leader in the management consulting community? The following three pillars were defined for us to be a leader of the profession:
  - A) Ethics and Standards.
  - B) The knowledge development and sharing.
  - C) Representation.

The board will split themselves in three groups to take lead and come up with the way forward to be discussed during the June Strategy meeting.

#### **Stakeholder Review Taskforce Initiative ToR**

The draft ToR was presented to the board as prepared to include the purpose, requirements, timeline, and recommended membership of this taskforce.

#### **Governance Review Taskforce Initiative ToR**

The draft ToR was presented to the board as prepared to include the purpose, requirements, timeline, and recommended membership of this taskforce.

In terms of the Governance Review Taskforce, the purpose is to advice the Board of ICMCI of the good practices in its governance and to what extent its governance structures enables effective and efficient conduct of its business. This includes a review of the relationship between governance and operations structures and processes.

### **Day Two Discussions 16 March 2022:**

#### **Marketing aspect and campaigns with full integration with our members**

The chair advised that ICMCI has different activities on social media in the past three years addressed to the ICMCI network, it went well. The next step is to attract a wider network that is not within the ICMCI community. The recommendation is to engage the local institutes and support them in their membership growth. The board elaborated on this suggestion as follows:

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- 1) ICMCI should have a unified branding for promoting the profession.
- 2) The new approach to expand not only through the local institutes but with other stakeholders around the world and allow the management consultants to improve their business.
- 3) ICMCI should address the messaging to all consultants and audiences.
- 4) ICMCI is facing a limited response to activities as obviously local institutes are not announcing those activities within their community.
- 5) There is an offline service for new individuals who are reaching ICMCI to be connected with the different local IMCs. The secretariat is working on those requests as received on a daily basis and this process can be automated as suggested by the Chair.
- 6) ICMCI need to analyze/validate the audience of the events or the subscribers to the social media.
- 7) ICMCI to define markets for new consultants and work around the implementation of reaching new consultants to join the CMC-Global institute without any impact on the other local institutes. A pilot can be implemented as a start to look into certain markets to expand.
- 8) Existing members of local institutes get 'free' access to global content and non-members who come to global events get introduced to their local institutes.

Jehona briefed the board on the marketing committee status, and the fact that now we would be able to structure a committee since new volunteers will be admitted.

The marketing implementation plan will be updated based on the board discussion with all priorities and deliverable and it will be shared with the new committee members and if any further resources will be needed the board will be informed as we need to investigate the new group capabilities and decide on what might still be missing. ICMCI need to be realistic of what needs to be achieved and to expand considering the resources and the cost and the timeline to achieve certain growth.

The board discussed the mechanism to expand the audience to the ICMCI events and that may be by inviting influential speakers to join the International Consultants Day.

Agreement on the most important marketing campaigns to be delivered will take place during the June 2022 meeting.

It was proposed to focus on the following campaigns for the time being until the June strategy meeting:

- 1) To design a certain post (message and style) for the competence framework and announce it.
- 2) To publish posts related to the ICMCI 35<sup>th</sup> anniversary with a competent content and resources during May.
- 3) The events for the future of the management consultancy will continue as planned, two events per month.
- 4) Generic posts related to the CMC and certification.
- 5) Keep a unified branding in the newsletter with regards to colors and logo use.

ICMCI need to start promoting the International Consultants Day and the Constantinus.

### **Membership Committee mandate and expectations**

The mandate of the membership is addressed as the committee should promote and expand the ICMCI membership and not just only address administrative aspects. The board should consider this mandate change in developing the ToR.

Gergana Mantarkova will act as the Interim Chair till the board assigns a new membership chair, and Nick Warn will act as the QAC Interim Chair.

### **Approval of nominations to committees**

Reema advised the following re the ICMCI hubs:

- 1) The American hub will take place on 5<sup>th</sup> May 2022 as agreed with the new American Hub Chair Christopher Harper.
- 2) The Asian Pacific Hub meeting is tentatively set to take place on 14<sup>th</sup> June 2022.
- 3) The board agreed that Cesara Pasini from Italy will take the role of Euro Hub Chair considering her different affiliations within Europe and organizations and her status within ICMCI.
- 4) The African hub meeting will be determined when all other hub dates are confirmed.
- 5) The hub agenda is prepared by the Hub Chair and ICMCI will have a formal one hour in the agenda.

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6) All nominations to the different committees were approved by the board.

**Any Other business**

The Bank account is now established and the online payment gateway is yet to be discussed with the Post finance.

**Date of next meeting: 17 May 2021 via Zoom Link**