



Maximizing the Value of Your IMC Membership

IMC NCR 2016 Kickoff

Thursday January 21st 2016



Objectives

- Part 1: How to maximize the value of IMC
- Part 2: Ad-Hoc Website Tour/Q&A

Evolving Member Needs...



IMC offers membership benefits at every stage of your consulting practice & career



What Every Practice Needs

- Competence
- Content
- Connections
- Clients

How Does Your IMC Membership Help?

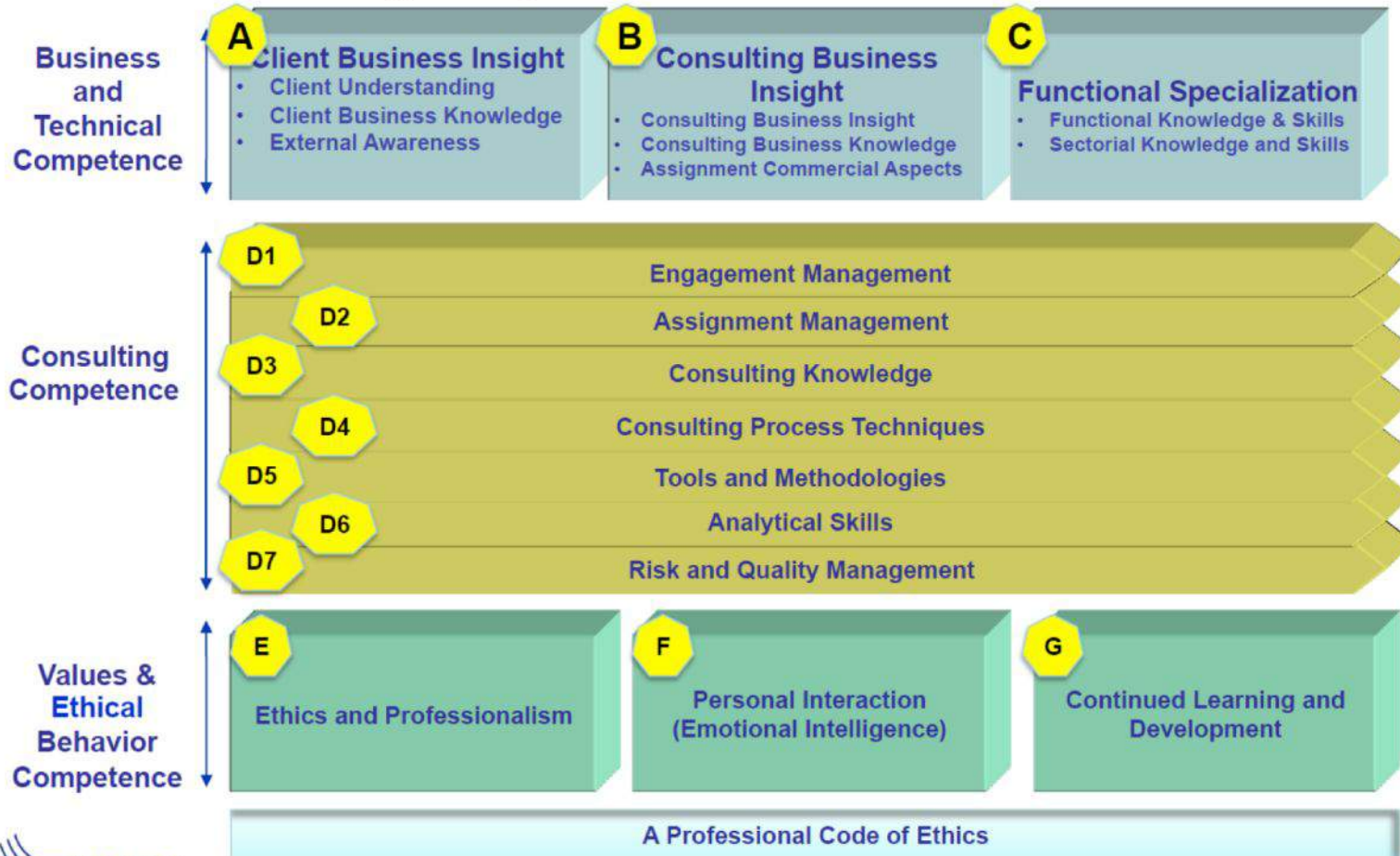


What is Consulting Competence?

- The successful management consultant requires a combination of skills, and provides strategic and tactical solutions to a client.
- These include:
 - Change management skills
 - Technical and business knowledge
 - Business acumen and understanding
 - Ownership, management and delivery of solutions to clients
 - Project delivery and risk management
 - Interpersonal skills
 - Ability to transfer skills to others
 - Creative and analytical thinking
 - Adherence to a code of conduct and ethical guidelines

ICMCI Competency Framework

CMC® has demonstrated market capability and knowledge and consulting competence supported by a balance of values and ethical behaviors.



Competence



- Demonstrated consulting experience
- Knowledge of the consulting process
- Satisfactory past performance
- Adherence to Ethical Standards

**IMC Has Resources to Help
You Achieve Certification**

www.imcusa.org/?page=CERTHOW

NCR Chapter Meetings - Sample

Presentation Title	New Consultant	New Practice	Scaling Practice	Mature Practice
Ethical Dilemmas that Make or Break Your Business	●	●		
SPIN Selling for Management Consultants	●	●		
Cognitive Collaboration	●	●		
DISC Certification Workshop	●			
Building a Consulting Firm Through M&A			●	●
Trust and Influence What Every Consultant Needs to Know	●	●		
Building Successful Consultant-Client Relationships	●	●		
Building a Big Dollar Small Firm in a Big Firm World		●	●	
Applied Improv-Become the Consultant You'd Like to Hire	●	●		
Providing Mgt Consulting Services Internationally	●	●	●	
Consulting to Consultants: Partnering with Large Firms		●	●	●
Content Marketing: A Natural Necessity for Consultants		●	●	●
How to Keep Cool When You're in the Hot Seat	●			
Better Consulting Through Coaching	●			
Built to Sell (Expert Panel)			●	●

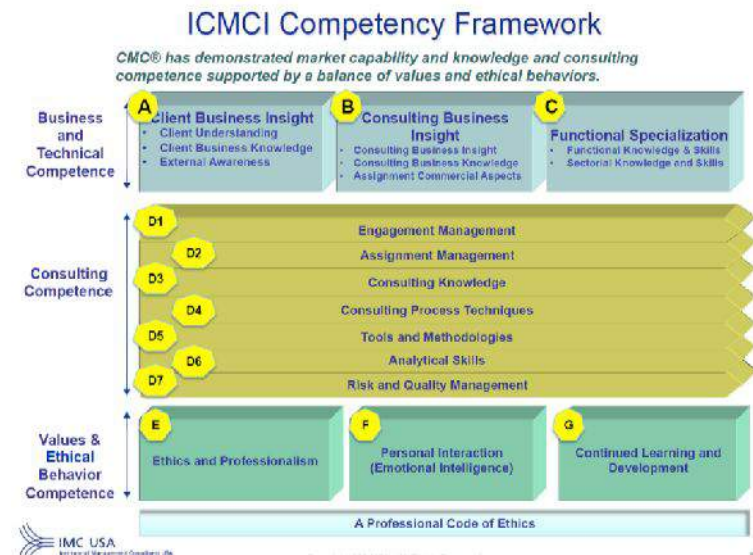
NCR Chapter Meetings

Selected Topics: 2014 - 2015

- Ethical Dilemmas that Make/Break Your Business (D1) (D7) (E)
- SPIN Selling for Management Consultants (D4) (D3)
- Cognitive Collaboration (D5)
- DISC Certification Workshop (D5) (F)
- Building a Consulting Firm Through M&A (B)
- Trust and Influence What Every Consultant Needs to Know (D3)(F)
- Building Successful Constant-Client Relationships (A) (B) (D1) (F)
- Building a Big Dollar Small Firm in a Big Firm World (B)
- Applied Improv-Become the Consultant You'd Like to Hire (F)
- Providing Mgt Consulting Services Internationally (A)(B)
- Consulting to Consultants: Partnering with Large Firms (B)
- Content Marketing: A Natural Necessity for Consultants (B)
- How to Keep Cool When You're in the Hot Seat (F)
- Better Consulting Through Coaching (D3)(D4)(D5)
- Built to Sell (Expert Panel) (B)

NCR Chapter Event Calendar Direct Link

http://www.imcusa.org/events/event_list.asp?show=&group=38605



**Discounted
Chapter Meeting
Fees For IMC
Members**

IMC USA Academy

- Combination of live and pre-recorded sessions.
- 53 archived sessions. All are discounted or free for IMC members
 - Understanding and Meeting Today's Ethical Challenges
 - Why Earn the CMC and How to Do It
 - What Publishing a Book Can Do for You
 - What's Working in Marketing for Consultants in 2015



These titles are free for members!

<https://imcusa.site-ym.com/store/ListProducts.aspx?catid=224280>



Content

- Consultants **consume** content to increase competence and expand/enhance their offerings
- Consultants **distribute** (their) content to demonstrate competence and attract clients and other consultants



Content - Consumption

- [NCR Chapter Meetings](#)
- [IMC USA Academy](#)
- C2M Live
- C2M Journal Archive
- IMC National Conference
- Daily Consulting Tips
- Professional Resources Guide



C2M Live

- **Interactive live webinars on a variety of consulting topics**
- <https://imcusa.site-ym.com/store/ListProducts.aspx?catid=214828>

Sample of Pre-Recorded Topics

The Top Ways to Establish Your Expert Credentials	Are You Being Paid What Your Services are Really Worth?
Marketing on a Shoestring Budget	What Are You Known For?
Employee Engagement is Overrated	Forming Consulting Alliances
Intellectual Property and Sticky Issues in Consulting Contracts	Manage your Top Marketing Challenges

- **Next Session (Live Encore) - Are You Being Paid What Your Services are Really Worth? - Feb 16th**



Other Content Links

■ C2M Journal Archive

- 24 year repository of consulting articles
- <http://www.imcusa.org/?page=RESOURCES>

■ Daily Consulting Tips

- Archive of over 800 short articles on consulting
- <http://www.imcusa.org/blogpost/334056/Daily-Tips-for-Consultants>

■ Professional Resources Guide

- 25 page bibliography of articles and books
- <http://www.imcusa.org/default.asp?page=PRETGUIDE>

■ C2M Connections

- What's happening in the consulting industry?
- <http://www.imcusa.org/?page=C2M>



Content - Distribution

■ Channels

- NCR Chapter Meetings → Contact NCR Board Member
- IMC USA Academy → academy@imcusa.org
- C2M Live → jnegroni@tallyconsultancy.com
- IMC National Conference → IMCUSA.ORG

■ Tools

- InfoGuru Marketing Manual
- How to Add Social Media to Your Networking Plan
- ~~Book the Business: How to Make Big Money Without Selling a Copy~~ Some benefits can and do expire!

<http://www.imcusa.org/?page=BENEFITSDOWNLOAD>



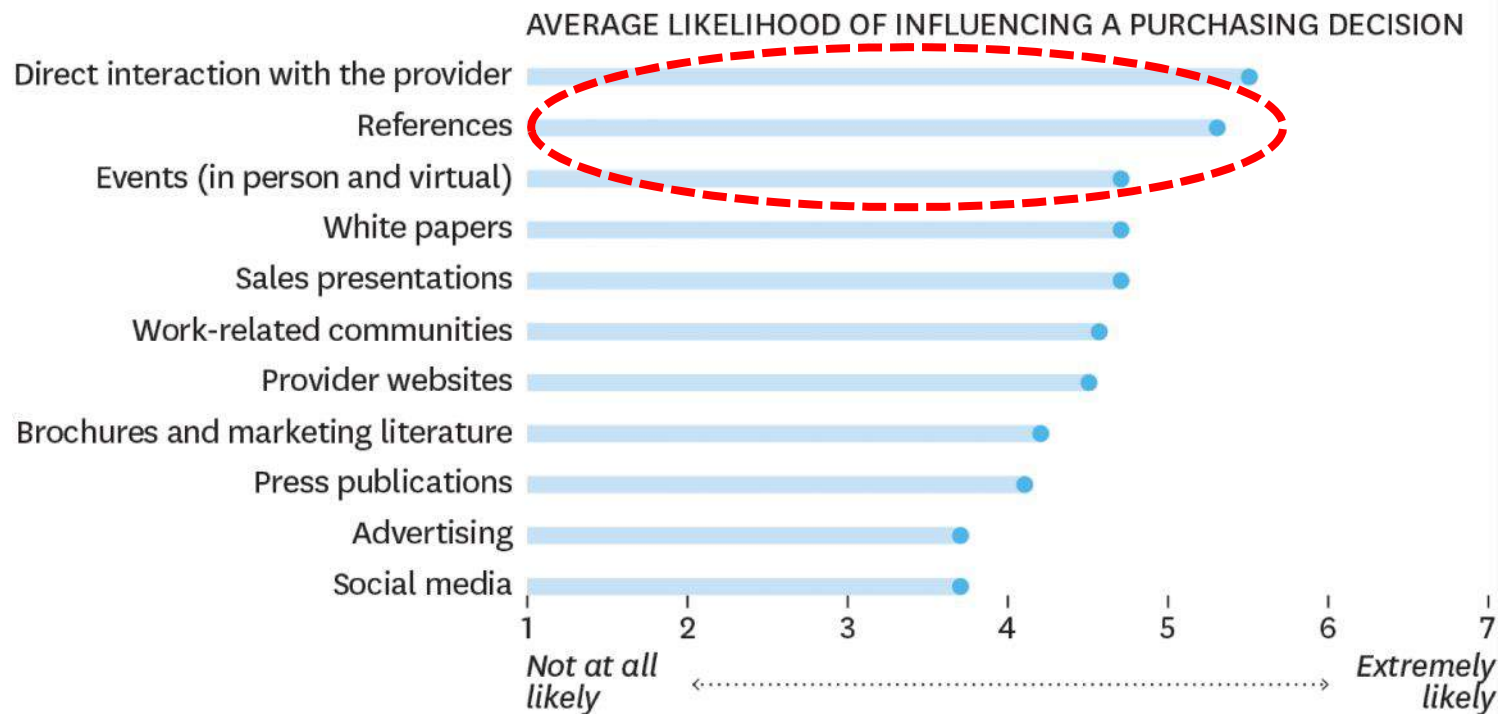
Connections

- Business opportunities and referrals
- Consulting resources (for larger engagements)
- Advice and mentoring

Personal Interactions Matter...


The Most Influential B2B Marketing Activities

On average, business buyers say direct interactions with providers influence their purchasing decisions more than anything else.



SOURCE "TECH GO-TO-MARKET: EFFECTIVE SALES INTERACTIONS GUIDE BUYERS FORWARD THROUGH INSIGHTS AND ADDED VALUE" BY HANK BARNES AND TIFFANI BOVA, GARTNER

© HBR.ORG



Connections – Networking

- Attend Chapter Meetings
 - Up to 30 attendees per month
 - Networking over cocktails before meeting
- Attend NCR Annual Summer Soiree!
 - No presentations
 - Extended opportunity to sit, chat, and mingle
- IMC USA National Conference
- Direct Link to NCR Chapter Events

http://www.imcusa.org/events/event_list.asp?show=&group=38605

Connections - Find A Consultant

- Open to everyone for searching

Find A Consultant - Institute of Management Consultants USA

Search by any field below.

Name	<input type="text"/>
Company/Employer	<input type="text"/>
City/Town	<input type="text"/>
Location	<input type="text"/>
Postal Code	<input type="text"/>
Country	<input type="text" value="Any Country"/>
Industry	<input type="text"/> <i>Industries in which consultant has significant experience.</i>
Sectors Served	<input type="text"/> <i>Economic sectors served by this consultant.</i>
Consulting Specialty	<input type="text"/> <i>Functional disciplines in which the consultant specializes.</i>

Continue »

<http://www.imcusa.org/?page=FindConsultant>



Value of IMC/CMC Connections

- Many of us are expert 'doers'
- We have unvarnished view of client organizations
- What do we see?

Diverse
Areas of
Expertise

CMC
Brings it
Together!





Clients

- Resources for clients to find you
- Resources for finding opportunities
- Resources for marketing to clients

Clients – IMC Membership Profile

Raymond W. Suarez CMC

Profile Pages + More Message Connect

Wall Bio

Last updated: 4/17/2012
Mr. Raymond W. Suarez CMC, President, Quality Management International
CERTIFIED – Chapter: National Capital Region
rwsuarez@msn.com
Profile Link: <http://www.imcusa.org/member/raysuarez>

Professional Information

Quality Management International President 3510 Swann Rd Suitland Maryland 20746 United States [Map]	(301) 967-1891 (Phone) (301) 967-1871 (Fax) Visit Website »
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Groups

- Chapter National Capital Region
- Chapter Operations Chapter Presidents
- Chapter Leadership

Profession: Consulting
Sectors Served: Institutional/Nonprofit, International, Private/Commercial, Public/Government

- Free platform to showcase content
- SEO optimized for you
- Another channel to drive traffic

- Link to directory of NCR Chapter members
<http://www.imcusa.org/search/search.asp?csy=38605>

Clients - Resume/CV Search

http://www.imcusa.org/networking/resume_search.asp

- Available to active members only



ID	Name	Primary Category	Last Updated
27573	Eric Thomas	Consulting	1/13/2009
<i>Exec. Mgmt Consultant - CIO Advisory, Business Process Reengineering, Supply Chain Management</i>			
29933	Parag Ambardekar	Consulting	2/18/2013
<i>Helping clients grow their businesses without losing work-life balance</i>			

If you are looking for a specific Resume/CV you had previously reviewed, enter the ID below and click "Quick Find" to go directly to the Resume/CV

Resume/CV ID:

Search by criteria:

Keywords: (Contains ALL)

City:

Country:

Location:

Category: (Selecting multiple categories (hold CTRL while clicking) will return records in any of the categories selected.)

Willing to relocate: Yes No No Preference

Desired Position Type:

Level of Education:

Relevant Experience:

Resume was updated:

- Need to post your resume/CV?

http://www.imcusa.org/members/resume_edit.asp







Clients - Post an Opportunity

- Everyone can post for free
 - <http://www.imcusa.org/networking/submit.asp>
- (Discreetly) broadcast your need to active IMC members who have subscribed for notices

Clients – Consulting Opportunities

- IMC members can subscribe for notifications
- Available to active members only

Search for Consulting Opportunities: Subscribe

 Search Openings  Resumé/CV Search  Submit an Opening  Subscribe

To receive an email alert when a new opening is posted, select the categories to which you would like to subscribe.

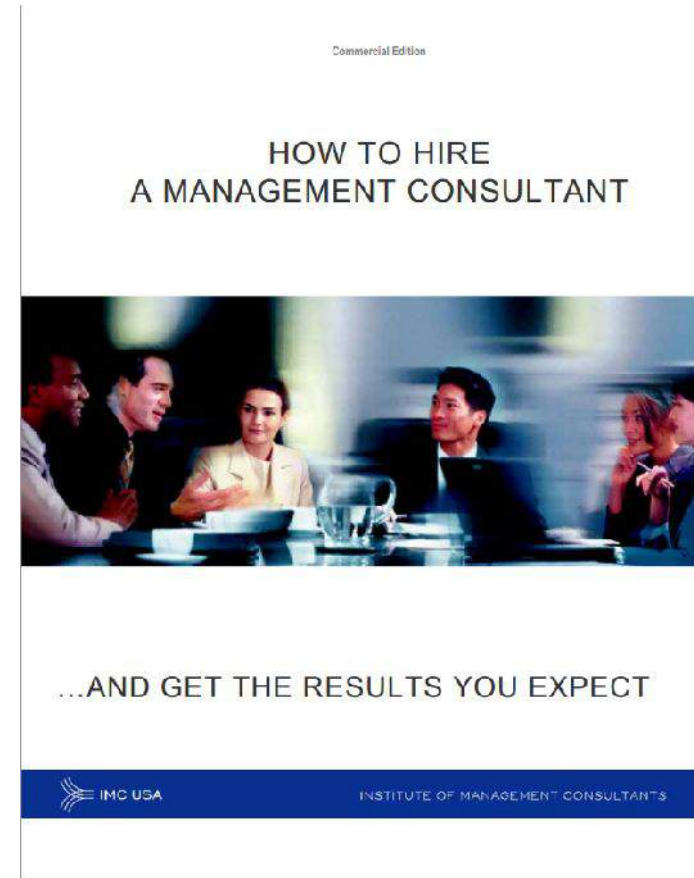
- Business Services
- Community Services
- Consulting
- Education
- Entertainment/Media
- Environment/Energy
- Finance/Accounting/Banking
- Government
- Healthcare
- Hospitality
- International
- Law Enforcement/Security
- Legal
- Manufacturing
- Marketing
- Military/Defense
- Nonprofit
- Other
- R&D/Technology
- Religious
- Retail/Consumer Products
- Risk Management/Business Continuity
- Sales

Automatic Notice: <http://www.imcusa.org/networking/subscribe.asp>

Manual Search: http://www.imcusa.org/networking/opening_search.asp

Clients – Use Free Marketing Copy

- *“How to Hire a Management Consultant and Get the Results You Expect”*
- Excellent document to review with a prospect
- Order PDF copies to hand out, or post on your website



<https://www.imcusa.org/store/ViewProduct.aspx?id=226767>



Clients– Volunteer at IMC

- Participate as a chapter speaker/presenter and share your expertise
- Participate on committees and Board and SHOWCASE your expertise
- Participate as a webinar presenter for IMCUSA' s C2M Live and gain national exposure
 - Email topic ideas to: jnegroni@tallyconsultancy.com
- Submit IMC USA Academy course topic proposal to: academy@imcusa.org



Other Member Benefits

- Discounted E&O Insurance (through AON)
- Constant Contact – 10% Discount
- Top Business Book Synopses – from The Business Source
- And many more...

<http://www.imcusa.org/?page=BENEFITSDOWNLOAD>



IMC Resource	New to Consulting	New Practice	Scaling Your Practice	Legacy/Exit
CMC	+	+	+	+
Chapter Meetings	+	+	+	+
C2M Live	+	+	+	
IMC Profile	+	+	+	
IMC Academy	+	+	+	+
Find a Consultant		+	+	+
Resume Search		+	+	
C2M Archive	+	+		

There's No Free Lunch

- Are You a Consultant or a “Knowledge Day Laborer” ?
- How are you establishing profitable connections?
- How are you showcasing your expertise?
- How are you demonstrating consulting competence?

**IMC Membership is an
Investment in YOU!**





How to Maximize Value of IMC?

ENGAGE