

Institute of Management Consultants and Advisers

Development Plan – Towards 2015

Status: As approved by Board of Institute on 23rd May 2012.

This Development Plan for the Institute of Management Consultants and Advisers represents the work of a Planning Subgroup set up in February 2012 to draft a medium term plan for the Institute. It comprised Miriam Ahern, Tony O'Brien, Gerard Daly, Tom Walsh, Tom Moriarty, Tony Roe and Brian Flanagan.

In developing the plan, the Subgroup took account of numerous planning documents and reports recently compiled by board members and working groups.

A vision for the Institute along with key strategies, goals and implementation are presented below.

More detailed material is contained in the following appendices:

1. Appendix 1 sets out the detailed actions linked to the proposed strategies.
2. Appendix 2 presents mission, objective and value statements constructed by the Subgroup to help guide its deliberations.
3. Appendix 3 contains the Subgroup's assessment of the Institute's strengths, weaknesses, threats and opportunities. These were used to help develop the proposed strategies and actions.

Vision for Institute

By 2015, the Institute of Management Consultants and Advisers will have grown to 600 members embracing most large practices in Ireland in addition to numerous smaller practices and independent consultants and advisers.

The Institute's CMC standard will be the recognised standard for consulting excellence in Ireland and will be increasingly demanded by key procurers of consulting services.

The Institute will offer a wide range of events for members, prospects and purchasers of consultancy services in Dublin and regions including CPD programmes; seminars and meetings on relevant topics; and flagship events. It will offer many other benefits to members including networking, business development opportunities and financial benefits.

The Institute will be widely promoted; have a high national profile; and be consulted on relevant issues. It will have a substantial online presence and make extensive use of the latest communications technologies.

The Institute will be soundly funded; governed by a board elected by members and an executive committee; and tightly managed by executive/administrative staff with voluntary contributions by members.

Strategies and Action Programmes

The Institute will pursue the following strategies and related actions (listed in Appendix 1):

1. Promote professional standards within the Institute primarily by broadening and deepening CPD and providing support materials (12 actions).
2. Run extensive events programmes for members based on an annual calendar and taking account of their differing needs (11).
3. Stimulate business development amongst members' practices via client services, networking and related actions (5).
4. Strengthen communications with members and facilitate promotion of the Institute by members (2+).
5. Develop the Institute's website and use of the Internet (3+).
6. Campaign to recruit new members, support new joiners and manage existing memberships (18+).
7. Undertake general promotion, PR and related actions targeted at decision makers, users of consultants and general community (3+).
8. Improve the operation and effectiveness of the Board and working groups (12).
9. Strengthen the Institute's financial resources (5).
10. Maintain close connections with other relevant institutes and international bodies (3).

Goals

Based on the foregoing strategies and action programmes, the Institute aims to achieve the following goals by end 2015:

KPI	Actuals 2007	Actuals 2011	Goals 2015	Change 2011-15
Number of members (excl. graduates)	430	450	600	+150*
Number of ACPs	13	12	20	+8
Number of on / offline events & CPD activities	16 (e)	10	30-40	+20-30
Average annual sub (€ / member)	140	170	180	+10
Income from subs (€'000)	61	76	100	+24
Other income incl. surpluses on events and CPD (€'000)	(20)	0	10	+10

*Split about equally between ACP and individual/RCP members. The targeted net growth of individual/RCP members (75) includes provision for the annual loss of about 30 members for voluntary and involuntary reasons. On this basis, about 200 individual/RCP members would need to be recruited by 2015.

Implementation

The next steps towards implementation are as follows:

1. Board to review and approve overall Development Plan.
2. Inform membership about plan and seek support (optional).
3. Compilation of detailed implementation plan indicating current status, priorities, timelines/targets and special resource requirements.
4. Allocation of responsibilities and implementation.