

# IMCA Member Survey

2015

Findings – December 2015

# Objectives

In October and November of 2015 the IMCA surveyed its member base.

The purpose of the survey was to help the IMCA understand and improve its level of membership focus. To provide the board of the IMCA with member's feedback so that they can decide what is a priority, what needs to be addressed and measure the effectiveness of actions taken.

The results of the survey will help inform strategy and future resource allocations.

By conducting this research the IMCA is sending a positive message – that its strategic intent is to continue to improve the service to the membership.

# Methodology and contributors.

## Methodology- An e mail and telephone survey of the Membership

Respondents drawn from IMCA database. Survey based on agreed questionnaire. Questionnaire designed to find structured answers but also and **very importantly** ad hoc vox pop comments sought to capture mood and opinions of members. In all cases results of the project conveyed in presentation with conclusions.

In October 2015 an e mail survey was sent to 778 members- both \*ACPs and \*\*RCPs. This was followed up with phone calls from board members to increase participation.

104 Consultants responded

*\*ACP= Accredited Consulting Practice- Those with 5+ full-time management consultants.*

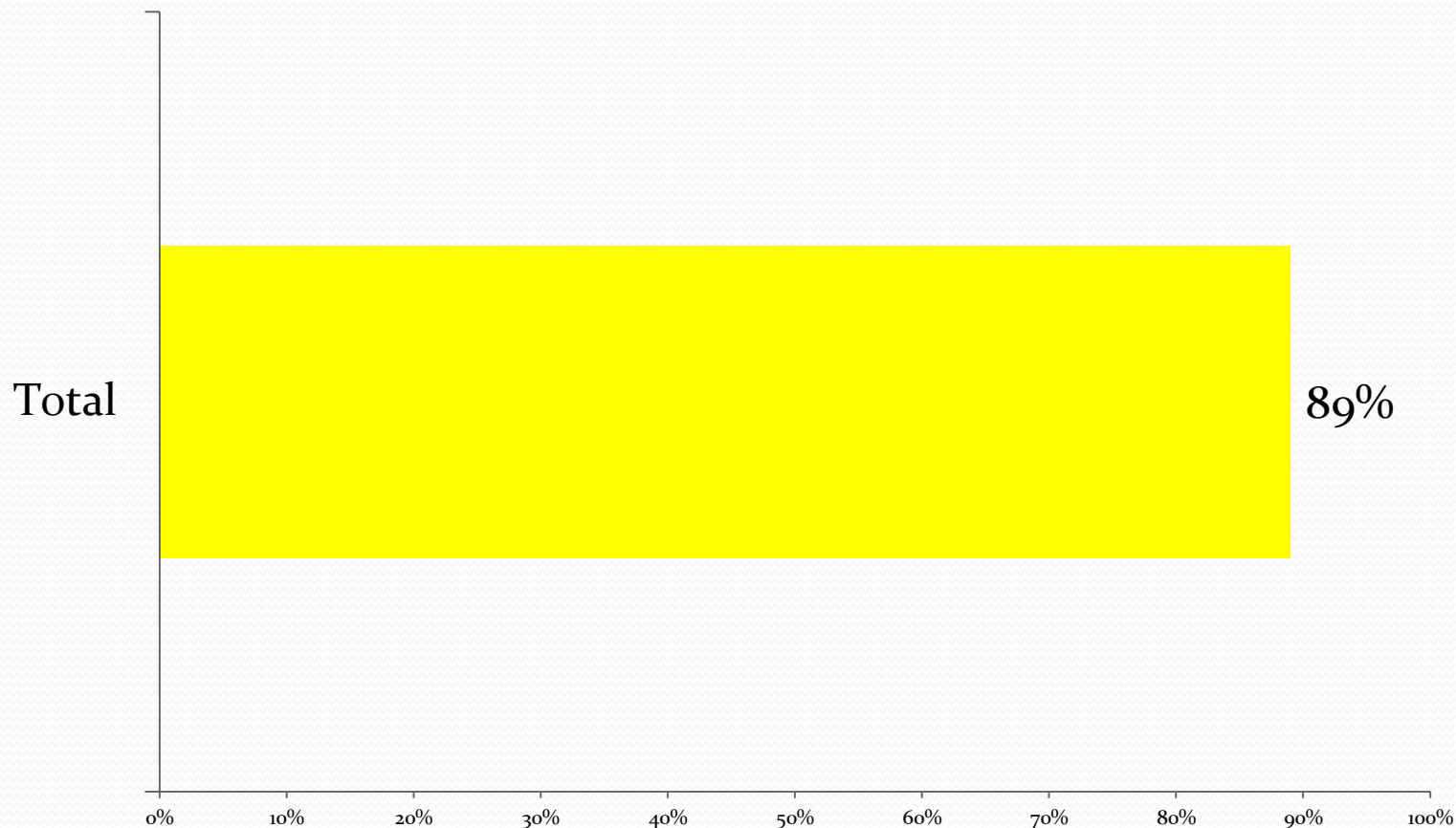
*\*\*RCP= Registered Consulting Practice- Typically individual or those with less than 5 full-time management consultants.*

# Findings

- Respondents are engaging with the IMCA to increase their business and the possibility of business.
- Business development, networking and raising the profile of the IMCA are their main areas of focus.

# Q- RCP & ACP: Would you recommend membership of the IMCA to colleagues?

■ Yes



# Who are we?

- RCPs are engaged and over 50% have been members for 5+ years
- ACP members are not hugely engaged
- Respondents are members of MII(14%), CIPD (11%), SFA (6%) and ACCA (3%).

# Why do we matter?

- ✓ Accreditation especially for RCPs
- ✓ CPD
- ✓ Social Events
- ✓ PI Insurance
- ✓ Business Development
- ✓ Networking

# Why does the board matter?

- ❖ Role of the board may need to become more action orientated
- ❖ Sub-committees to align with those things that matter to members
- ❖ Change needs to be part of the ethos



# How do we become better?

- Continuous improvement must be part of culture
- Communication needs to be a KPI
- Engagement needs to be a KPI
- Value added for members needs to be a KPI

## Q What events / supports would you like to get from your membership of the IMCA?- % Saying Yes

