

Review of 2018 and forward to 2019

As we look forward to 2019 it would be useful to review what the Institute of Management Consultants and Advisers achieved in 2018, the first year of implementing initiatives contained in the Institute's new strategy.

We are making significant progress on a number of fronts, implementing many new initiatives that closely align with our members' business activities and professional needs, all of which are combining to advance our shared objective to enhance the standing and recognition of the management consulting profession in Ireland. The following are the salient details of the main developments.

The Board

Firstly, the performance of the IMCA is largely determined by the calibre of board members, and of the CEO. The past year has seen a number of changes: Eimear Duffy has taken up the role of Vice-President, and Ciarán Brannigan has become Honorary Treasurer. The board members are: Ciarán Brannigan (Hon. Treasurer), John Byrne (Hon. Secretary), Lisa Byrne, Cassandra Corbet, Eimear Duffy (Vice President), Frank Hannigan, Marrita Kavanagh, Martin Markey (President), Tony O'Brien and Fredericka Sheppard. Denis McCarthy is the CEO.

As a Board, during 2018 we achieved our composition target of 50% female representation.

The Chartered Management Institute UK working towards the new 'Chartered' designation

The IMCA maintained contact with the Chartered Management Institute, which incorporates the Institute of Consulting UK. CMI UK is making good progress with the development of the competency framework which will be the basis on which it will award the new 'Chartered' designation, which is scheduled for launch in Qtr 2, 2020.

The IMCA has a Mutual Recognition Agreement in place with IC UK, under which respective members' accreditations are recognized in both jurisdictions.

Alliances with kindred bodies

IMCA's current phase of transformation and development cannot happen in a vacuum. There are many business networking, CPD and other benefits to be gained through forging alliances with kindred bodies of strategic fit. During 2018, your Institute established such alliances with a suite of prestigious organisations, as follows:

- The Irish Tax Institute
- Chartered Accountants Interim Managers
- The Law Society of Ireland Finuas Network
- The Project Management Institute (with which a MoU was agreed recently)

Taxation, corporate finance, business law and project management are four pillars of management consulting, they are generic and relevant, to varying degrees, to firms irrespective of their 'niche' focus. These new alliances have a range of features including joint member CPD, firm focused training events, Affiliate / Associate membership, etc. Full details surrounding these new alliances will be outlined in a separate notice for dispatch over coming weeks.

These alliances and the Institute's closer collaboration with its extended group of partner business schools, see below, are combining to help deliver on IMCA members' CPD and training needs.

Other alliances

During the year, Bank of Ireland came on board as IMCA's venue partner for the delivery of member CPD events.

Establishment of IMCA Accreditation Panel

An IMCA Accreditation Panel was established, comprised of a pool of IMCA members and the IMCA CEO. Comprehensive evaluation criteria have been developed, for use in the assessment of applicant programmes. During 2018, this new template was utilized for the evaluation of new applicant programmes taught at Cork University Business School, Maynooth University School of Business and UCD Smurfit Graduate School of Business.

Newly Accredited MSc programmes

Eight applicant Masters programmes were awarded IMCA accreditation during 2018, three at Maynooth University School of Business, four at Cork University Business School and one additional programme at UCD Smurfit. These new accreditations, which are of three years duration, increased the total number of IMCA accredited programmes to 19, up from 11 at the beginning of 2018.

The total number of partnering business schools has increased to 5, up from 3 at the beginning of 2018.

Establishment of IMCA 'Young Consultants Group'

The IMCA's new 'Young Consultants Group' (YCG) was established in September 2018 and is functioning as the Institute's platform for engaging with and servicing the needs of Institute's younger members, and delivering initiatives and developing linkages with partnering business schools and post-graduate students on IMCA accredited programmes.

Inaugural 'Talking Consultants' competition and 'IMCA Connect' event

The Institute has as a strategic objective the positioning of the IMCA as a facilitator of linkage between the extended group of partner business schools, post-graduate students on the Institute's increased number of accredited programmes and member firms in the market for new talent. In November, we delivered the inaugural 'Talking Consultants' competition and 'IMCA Connect' event, twin initiatives with job opportunities and career development focus.

These were two powerful initiatives in which all partner business schools participated, MSc students from 9 accredited programmes competed and over 120 students attended.

Member CPD events

The Institute delivered a range of well attended CPD and YCG events during 2018, including a 'Taxation and Innovation' event, marking the launch of the alliance with the ITI; an 'Innovative Funding Strategies' event, launching the CAIM alliance; a 'Competition and Business Law' event to

mark the alliance with the Law Society Finuas; a *'People Analytic'* event in conjunction with the Institute's AGM; and the inaugural *'Talking Consultants'* competition and *'IMCA Connect'* event.

An active schedule of member CPD and YCG events is up and running for 2019, with five events scheduled for delivery in Qtr. 1, including *'Stress Management & Mindfulness'*, *'The Future of Work'*, *'The Journey to becoming a NED'* and a *'CV Building'* and *'Interview Techniques'* workshop for MSc students on IMCA accredited programmes.

New Golfing Society

A new Golf Society was formed in 2018 with the merger of the Marketing Institute Golf Society and a group of interested IMCA golfers. The *'Marketing and Management Golf Society'* organized an active schedule of outings during the year.

Additions to IMCA portfolio of Affinity Schemes

There were valuable additions made to the IMCA's portfolio of Affinity Schemes, including new packages negotiated with:

- 'Three' mobile phone
- Laya Healthcare and
- Roomex business hotel bookings

Three additional insurance providers from the domestic market commenced quoting for the Professional Indemnity Insurance needs of IMCA members. The new providers are Glennon Insurance, JLT Insurance and MBC Insurance.

Concentration on Value-adding activities

Several strategic initiatives were successfully implemented during 2018, the highlights of which are captured above. These initiatives were completed in addition to the ongoing, day-to-day administrative duties associated with running a membership organisation.

The CEO works for the IMCA on a part-time basis and is the Institute's only executive. The Institute needs to make the most effective use of the limited resources that are available to it so during 2018 the Board agreed to outsource the finance function to an external firm of accountants, to where the Institute's registered address will also migrate at the end of Jan 2019, as follows:

- 9 Bailey House, The Courtyard, Fonthill Business Park, Dublin 22, D22 XK59.

Wishing all IMCA members a very Successful and Prosperous 2019.

Martin Markey,

**President,
The Institute of Management Consultants and Advisers (IMCA)**