

IMCA Member Survey 2016

Findings – December 2016

Findings

- Respondents are engaging with the IMCA to increase their business and the possibility of business.
- Raising the profile of the IMCA, **collaboration on projects**, networking and business development, are their main areas of focus. In the main this echoes the findings of last years survey – however collaboration is more significant than before.
- Respondents also expect the IMCA to be a “knowledge broker” (mainly events) and a reservoir of information on issues impacting on members business.
- Much of what members are looking for – we currently do- we need to market the IMCA brand and courses better- those who attend courses score them highly.
- Overall satisfaction levels have decreased since last year and the decrease in participation of RCPs is a concern.

Who are we?

- RCPs are engaged and almost 40% have been members for 5+ years
- ACP members are not hugely engaged
- Most respondents are members of other professional bodies associations.

Why do we matter?

- ✓ Accreditation - especially for RCPs
- ✓ CPD/Knowledge Sharing
- ✓ Collaboration
- ✓ Social Events
- ✓ Networking
- ✓ PI Insurance
- ✓ Business Development

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

Objectives

Objective 1- The main objective in conducting this survey is to help the IMCA understand and improve its level of membership focus. It will be a reliable benchmark and act as a scorecard to assess performance. It will focus on highlighting issues that need to be improved. It will be evidence-based. It is broadly comparative to a similar survey conducted this time last year.

This survey will 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. This will reduce the level of risk and broaden the decision-making base when allocating resources.

Objective 2- The IMCA need to know the key drivers that would lead to better co-ordination of services and communication within the organisation. To evaluate how closely the IMCA mirror member's needs and wants.

The results of this research will help inform strategy and future resource allocations.

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.

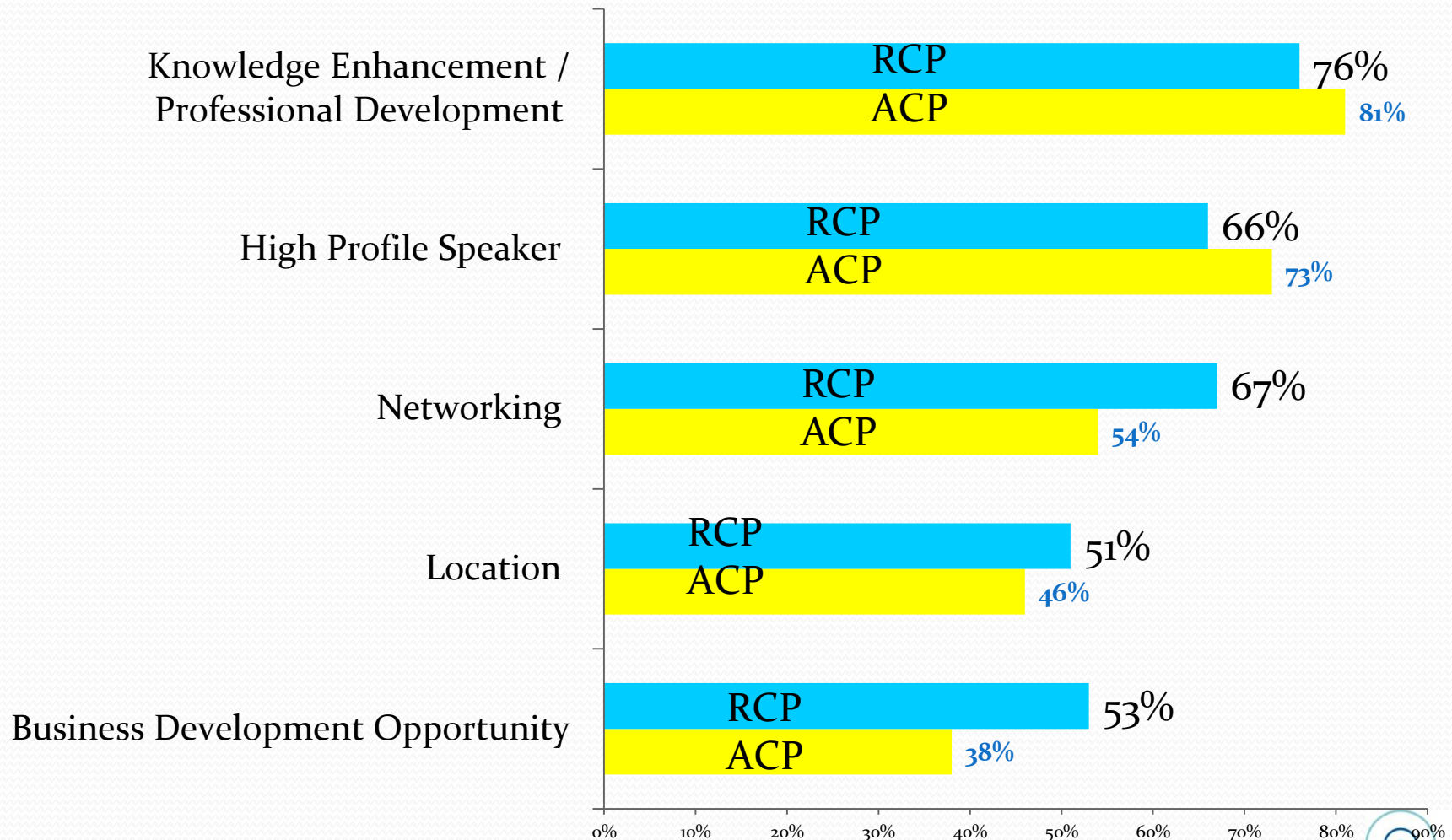
In October 2016 an e mail survey was sent to 964 members- both *ACPs and **RCPs. This was followed up with phone calls from board members to increase participation.

81 Consultants responded

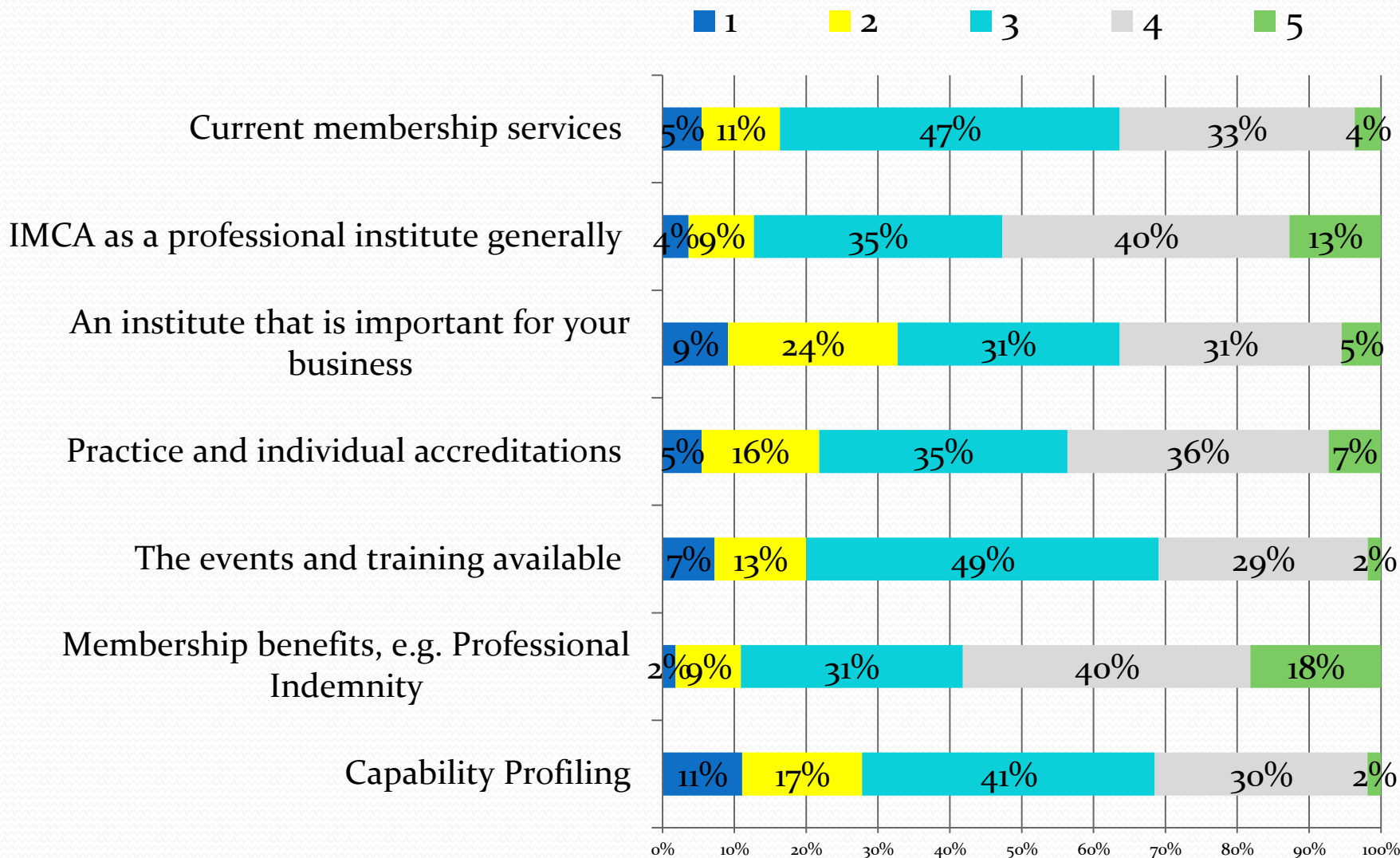
**ACP= Accredited Consulting Practice- Those with 5+ full-time management consultants.*

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

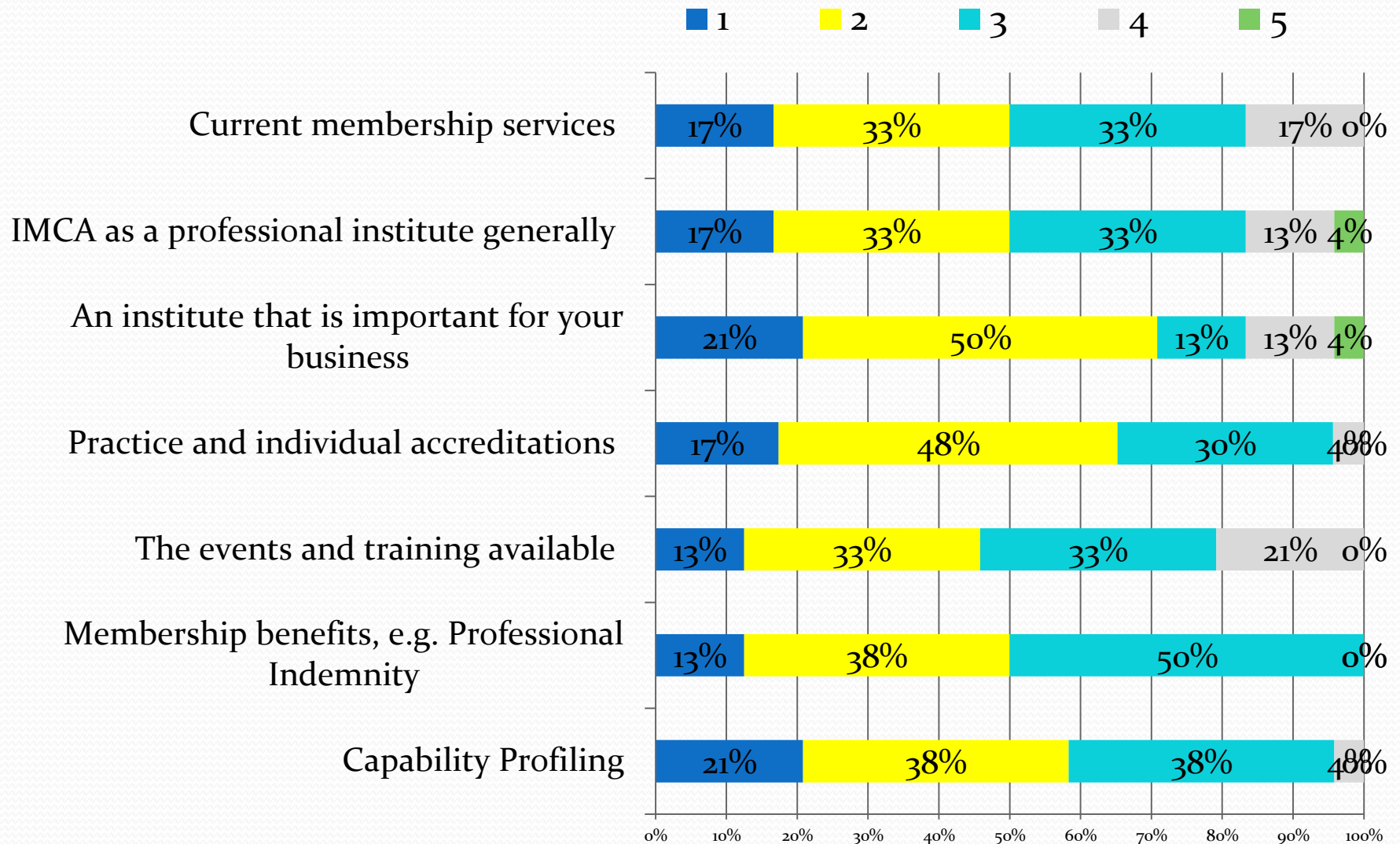
Q3- RCP & ACP: What would attract you to attend an event hosted by IMCA ?



Q8 RCP How would you rate the following aspects of the IMCA (1 = very low to 5 = very high)



Q8 ACP How would you rate the following aspects of the IMCA (1 = very low to 5 = very high)



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

