

April 20, 2022

2021 / 2022 CMC-ONTARIO PRESIDENT'S REPORT

Welcome

Good evening, everyone. Thank you for coming to the 2021-22 CMC-Ontario Annual General Meeting. As President of the Institute of Certified Management Consultants of Ontario, it is my pleasure to provide a summary for the year.

Our 2021-22 Council mandate started on April 21st, 2021. It came after a highly successful year where CMC-ONT Council and Chapters experienced great success in extending, developing, and increasing the services we offer our members. This new Institute and Chapter Councils began the year by setting 4 goals to focus their efforts, which were:

- **Goal #1: Member Value**
- **Goal #2: Growth**
- **Goal #3: Elevate Profession**
- **Goal #4: Modernization**

I believe that as Institute and Chapter Councils, we have achieved these goals, and in fact exceeded expectations. Let me provide a summary for each:

Goal #1: Member Value:

Delivering increasing Value to members and expanding Clients' "Relevance" / Services for Members is the purpose of this Goal

Under the leadership of our Past-President, the CMC-ONT Professional Development Team has been delivering a What's Up? Wednesday Digital Series that have delivered a range of monthly thought-provoking and highly acclaimed events that have been appreciated by both our members and prospective non-members. We hope to continue this excellence into 2022 and beyond.

The GTA Chapter has been exploring the potential of the Podcast medium as a means to engage our members and the next generation of consultants. Look for more details on the CMC-ONT Podcast launch in the coming months.

And finally, our most significant Member Value initiative has been the CATALYST 2022 Conference, which is scheduled for May 31st to June 2nd. An engaged Conference committee comprised of representatives from across Ontario and the other CMC Institutes are delivering on this important initiative. Through CATALYST 2022, we are endeavouring to build the brand around the conference, with a theme of REIMAGINE. CATALYST 2022 will provide future focused insights and commentary on topics that are relevant to consultants, business owners, executives, and governments. Our speakers will explore five core themes of 1) Future Thought Leadership; 2) Embracing Future Change &

Transformation; 3) Technology in the Future; 4) Workplaces of the Future; and 5) Accelerate the Future of Consulting. Don't delay in buying your tickets to the conference!

Goal #2: Growth:

Growing Membership in Target Markets (such as CMCs, Students, Associates, Career Changers, Allied Partners, etc.) is the purpose of this Goal.

Under the leadership of our CMC-EOC Chapter, a concerted effort was made to establish a Management Consulting firm Outreach program. This team undertook research to identify small to medium size management consulting firms. Presentation material was produced and sit-down sessions with consulting firms were conducted. Lessons learned from this initiative will guide Ontario outreach activities in the years to come.

The CMC-GTA Council led a networking event series called CONVERGE that was highly successfully in engaging its local membership and raising the profile of the GTA Chapter. The combination of high profile featured speakers to draw in the business community and the unique Pecha Kucha approach to profile CMC members helped deliver excellent networking opportunities.

The Institute is actively building inroads with our academic community. One of our FCMCs, York University Professor Richard Leblanc, was initiated in 2021 as an Academic Fellow of the International Council of Management Consulting Institutes (ICMCI). Richard was accorded the honour in recognition of his outstanding contribution to the management consulting profession at both the national and international level and in creating an increasingly strong and productive link between the academia and management consulting practice

The Institute also undertook numerous outreach sessions and partnerships with Ontario universities under the Academic Partnership Program, speaking with students on the benefits of the CMC designation and a career in management consulting.

Goal #3: Elevate the Profession:

Increasing Value of Designation and Demand for CMCs is the purpose of this goal

In partnership with Nanos Research, we established a national committee in September to initiate the development of CMC-Canada's first Industry Report since 2016. This insightful report on the state of management consulting in Canada will be ready this summer.

The CMC-EOC Chapter has undertaken an initiative called the Pro Bono Pilot Program which will enable CMCs to use their highly valuable skills and experience to give back to our local communities by assisting not-for-profit organizations with management consulting services, provided at no cost. Watch for more details on this initiative as it goes national over the coming months.

This year, the CMC-Ontario's Fellows Committee ran a rigorous campaign to receive and assess nominations for conferring the FCMC designation. CMC-Ontario's Fellow designation is a special recognition for those who have made significant contributions to clients, to CMC-ONT and the profession, and to society. This year, five FCMCs were awarded and recognized at the CMC-Ontario

Awards night that was hosted this past November. We encourage 2022 nominations to be submitted before the June 10th, 2022 deadline.

Goal #4: Modernization:

Increasing the professionalization of CMC-ONT Operations through Staffing and Infrastructure is the purpose of this Goal.

One of our important modernization initiatives has been to address the challenge for new CMC Candidates to find two sponsors as mandated by our bylaws. Candidates often do not have an established CMC network from which to find sponsors, causing a significant roadblock to them completing certification in a timely manner. Therefore, after careful review, the Ontario Council has decided to remove the mandatory sponsor requirement. Instead, optional coaching will be offered at no cost to candidates who are less familiar with consulting to support them through their certification. We will be hosting a “become-a-coach” orientation session in mid-June – look for invites coming soon)

Another modernization effort is to improve institute access to data, that is integrated, permits analysis, and supports trend identification. We have launched a data analytics project to establish an Institute system that can produce standard reports, that are the same every month, and can be distributed as part of a pre-meeting data package and access to users who want to see “the data”.

Final Thanks

And, a final big thanks goes to the people who made my job the easiest and most enjoyable. It has been a pleasure and honour representing you as the CMC-ONT President. There is so much work that goes on behind the scenes of a successful organization and I would like to thank each and every one of our Council members and volunteers for the many hours of dedication. Specifically to:

Those who are staying on our Council, which includes:

- To Craig Mackay, in your role as Past-President, for your passion and dedication to consulting and the CMC-Ontario program. Your many hours of behind the scenes effort, especially in mentoring me, and your work to lead the What’s Up Wednesday program are appreciated.
- To Desi Nikolova, who took on the daunting task of lead for the CATALYST 2022 conference committees and showed remarkable leadership in bringing together such a dedicated team. I look forward to working more closely with you in the coming year, as you take on your new Council role of Vice President.
- To Nik Nanos, who brought innovative thinking to the Council and took on the leadership role of bringing together the CMC Industry Report.
- To Jennifer Graham, who continually reminded us all of the importance of ensuring member value in all that we do and who has stepped forward to take on the Council’s Treasurer role for this coming year.
- To Derek Baker, in your role as the SWO rep and responsibility for Growth and Retention, for your work behind the scenes to build our outreach to the student community.
- To Ron Schwartz for your leadership on the CMC-ONT regulatory sub-committee and for your efforts to getting our Council the data that we need to effectively manage.

- To Stephen Donahoe, in your role as CMC-EOC Chair, you have overseen a very innovative and motivated team in the EOC and are handing your responsibilities over to the capable hands of Rodney Evely. I am looking forward to working with you on the new Council in your role as Member at Large.
- To Marylka Empey, who has been working to revamp our certification tools and sponsorship tools while also leading the processes to ensure that we were using current technologies and that our news never grew stale.

Those who are leaving our Board, which includes:

- To Sean McFarland for your leadership in managing our financial affairs in your role as Treasurer.
- To Debra Krar for your pragmatic leadership over many years on the CMC-ONT and CMC-GTA councils and for shepherding the Joint Services Committee this past year.
- And to Nima Evans, in your role as CMC-GTA Chair, you have worked with a fantastic team who have delivered important programs for the GTA members. I am hoping that you will continue to work with Beata Domanska, the incoming GTA chair, and the rest of the GTA team in representing the GTA's best interests.

As well, there are a few people that contributed to the cause, that weren't Institute Council members...their efforts are greatly appreciated:

- To Sandra Addison-Brock, who is our Events and Admin Coordinator and is the backbone for pretty much all our services. It has been a pleasure to work closely with you this year and to receive your honest and straightforward feedback on a regular basis
- To Michael Stanleigh for your efforts in chairing the FCMC Committee and to Eileen Gordon who will be stepping in to take on this role this year.
- To Dorothy Milburn-Smith, Jeremy Critch, and Evgeny Koloda for you many hours in supporting the CATALYST 2022 Conference
- To Donna Ringrose and the National Office staff in being our partners in a number of the nationally-focussed initiatives.
- And to all our member volunteers who supported the various professional development and growth initiatives this past year

A final thank you to all of the CMC-ONT members. Each and every one of you has made an impression and contribution to the consulting profession this past year and have represented the designation faithfully. It has truly been a pleasure to work with each and every one of you, and I do wish everyone a successful and enjoyable 2022-2023 consulting year.

Yours in consulting,

Michael Ennis