

Refreshed Mission, Vision and Core Values

Cascading and Aligned with CMC-Canada and across all CMC Institutes and Chapters

Ontario Institute is a professional association dedicated to the betterment of our members and their clients

Mission

To enhance community, collaboration, knowledge and networking for our Members in Ontario and to regulate the Certified Management Consulting designation.

Vision

A thriving and diverse profession that contributes to Ontario's and Canada's prosperity, with CMCs recognized as the pinnacle of management consulting practice.

Core Value of CMCs

CMCs help Leaders, Executives and Managers by blending domain consulting with savvy management education, skills and experience – because “the right plan” and “excellent execution” is what our clients need to succeed.

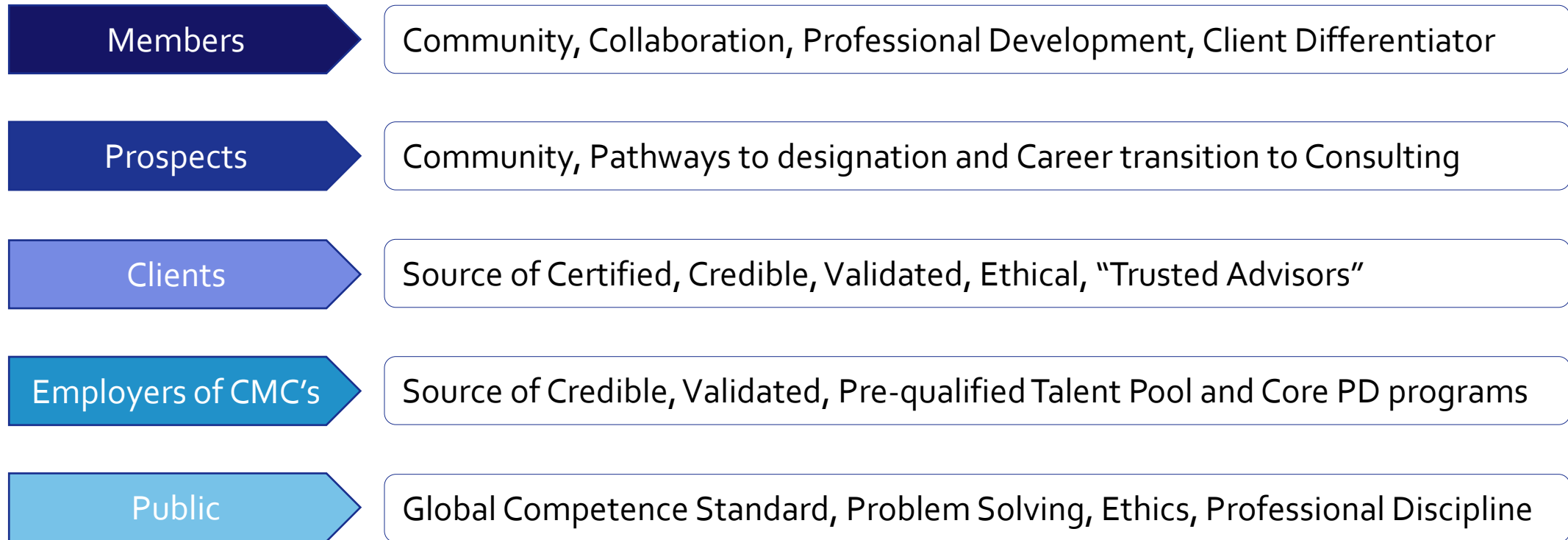


A HIGHER LEVEL of
management consulting

ONTARIO

Cascading CMC Value Proposition

CMCs are Trusted Advisors who help Leaders, Executives and Managers solve problems by blending domain consulting with savvy management education, skills and experience.



CMC-Ontario Strategy

Focus of Goals and Action Plans 2021

1

Deliver increasing Value to members and Clients
Expand "Relevance" / Services for Members

2

Grow Membership In Target Markets CMCs, Students,
Associates, Career Changes, Allied Partners

3

Elevate the Profession to
Increase Value of Designation and Demand for CMCs

4

Modernize, Professionalize Operations → Staffing,
Infrastructure

Action Plans & Target Activities

- Community Engagement
- Professional Development
- Member Services
- Retention

- Referrals
- Sales Pipeline by Target Markets
- Broaden Appeal & Pathways
- Outreach Students, Allied professionals

- Demand Creation & Awareness
- Brand Marketing and Promotion
- Advocacy

- Align and Skill-up organization
- Align Volunteer and staff roles
- Upgrade "customer" facing processes and IT



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