



President's Report
Jerome Knysh, CMC
May 2023

My term as President of the Institute of Certified Management Consultants of Manitoba has come to an end. It has been my honour, privilege and pleasure to work with our Council, all the members in Manitoba and with the other certifying institutes across Canada. During that time, we have stayed focused on our key strategic objectives: Promote, Grow, and Evolve, and have seen significant progress on many fronts. It has seen the passing of our milestone 35th anniversary of the Institute of Certified Management Consultants of Manitoba Act, where the Manitoba institute changed from an association to a legislatively authorized, self-regulating profession and also the 45th anniversary of a small group of management consultants who gathered together in a common cause to form the Management Consultants Association of Manitoba (MCAM). The predecessor to the Institute of Certified Management Consultants of Manitoba (ICMCM). I would like to thank you for your volunteerism, collaboration, and support.

The consulting industry is constantly evolving, and our members must be prepared to adapt to new technologies, changing client needs, and emerging trends. At the same time, we must remain steadfast in our commitment to the values and principles that have made CMC-Manitoba the trusted name in consulting.

CMC-Manitoba's focus in the past year has remained on the three priorities established by the Council in the 2020-2023 Strategic Plan: promote the designation, evolve the profession, and grow the Institute. These goals are intertwined and in our virtual world have provided opportunities for collaboration with the other Certifying Institutes across Canada.

As you know, these goals are interdependent, and our actions are intended to continue and improve the value we deliver to our members. Much progress has been made in the past year and I will take this opportunity to highlight a few items I took an active roll in.

- Collaborating with CMC-Ontario and other Certifying Institutes to deliver the CATALYST 2022 conference
- Expanding the Academic Partner Program and development of micro credentialling to raise awareness of consulting as a career, the standard that the CMC represents, and the value of belonging to a global community of consulting professionals
- Promoting membership and certification through online campaigns across LinkedIn and Google
- Enhancing CMC-Canada's digital platforms through YM and MS365 to better serve members, Certifying Institutes, and others interested in our profession
- Strengthening our professional community through online forums, webinars and events as well as a new mentorship program

Other members of our institute were involved in

- Conducting a comprehensive survey of our members to help determine how the Association might provide greater value in our changing environment
- Collaborating with Nik Nanos and colleagues to produce the 2022 Industry Report, the first industry survey of management consulting in Canada since 2016
- Reviewing our governance and recommending actions to strengthen the Association, including the by-law revisions that are before our members at today's annual general meeting, and
- Securing increased IRAP funding to further expand the IRAP Management Advisory Services program to

- make CMC services available to more SME clients
- Publishing the well received quarterly newsletter, with a higher open and click through rate than any CI or National newsletter. Thank you to Kathryn Graham and Bettie Johnston for making this happen.
- Developing advocacy resources to help members differentiate themselves as CMCs

On the topic of advocacy, recent criticism of the use of management consultants afforded an opportunity for CMC-Canada to raise awareness of our profession and the value of engaging CMCs. The Executive Director, National Board Chair, our National Advocacy Committee and the National Office are continuing to reinforce the Association’s position and promote the value of CMCs through blogs, podcasts, paid ads, reporter outreach, and more.

This year, we continued to follow our strategic priorities, which are also aligned with CMC Canada’s. It is important to work together to create momentum. Of those strategic pillars, growth was the priority this year. We had set a goal of 120 members and I am pleased to announce that as of May 24, 2023 we have 122 institute members, including 18 new members. The highest growth and member retention rates in Canada. I am proud of the effort all you made to attain this remarkable achievement.

| | May 2023 | May 2022 | May 2021 | May 2020 | May2019 | May 2018 |
|----------------------------|------------|------------|-----------|-----------|-----------|-----------|
| Associate | 21 | 13 | 13 | 15 | 14 | 11 |
| CMC | 53 | 49 | 48 | 49 | 58 | 58 |
| CMC Life | 3 | 3 | 4 | 4 | 3 | 3 |
| CMC Non Practicing | 7 | 7 | 7 | 7 | 9 | 7 |
| Student – Academic Partner | 30 | 27 | 7 | 11 | 0 | 1 |
| Grand Total | 113 | 99 | 79 | 86 | 84 | 80 |
| Honorary Members | 8 | 7 | 6 | 6 | 6 | 6 |
| Total | 122 | 106 | 85 | 92 | 90 | 86 |

We have three new certifications since October. Kevin Roberts, CMC, Jean-Eric Plamondon, CMC and Rosalie Harms, CMC

I look forward to working with the continuing members of the Board and welcome our new Board members. Continuing to serve are:

- Bettie Johnston, CMC – Corporate Secretary
- Steve Bartlett
- Doug Sauder
- Rosalie Harms, CMC
- Deshna KC

I have truly enjoyed working with and wish you continued success in you careers as your terms have ended:

- Josee Lemoine, CMC – Past President
- Ola Fadumiye, CMC – Registrar
- Gavin Betker - Treasurer

Thank you to those who volunteered to serve on the Joint Services Committee, National Advocacy Committee, National Certification Committee, and National Growth Committee, and to those who contributed otherwise to our achievements over the past year. We truly could not have made such progress without you:

- National Board Representative: Josee Lemoine
- Joint Services Committee: Josee Lemoine, Jerome Knysh
- Governance Review Committee: Josee Lemoine
- Certification: Ola Fadumiye
- Communication: Kathryn Graham, Bettie Johnston, Jerome Knysh
- Events: Bettie Johnston, Steve Bartlett
- Growth: Jerome Knysh
- Catalyst Steering Committee: Jerome Knysh
- Micro credentialing Task Force: Jerome Knysh
- Fellows: Sean Sweeney, Gary Craven, Russ May
- Nominating: Josée Lemoine
- Financial Review: Bob Hyde, Ian Shaw, Gary Craven

In the year ahead, we will continue working to achieve our vision of a thriving and diverse profession that contributes to Manitoba's prosperity, with CMC recognized as the pinnacle of management consulting practice. Wishing each of you success for the 2023-2024 year. Respectfully



Jerome Knysh, CMC
President and Board Chair