

IMC's START-UP SERIES

for aspiring management consultants



IMC Start Up Series

See the available workshop dates and register at imc.org.au

Interactive Workshops

This series of short interactive workshops have been created specifically for business graduates and business practitioners who are actively considering a career in management consulting. The sessions will assist the participants in deciding whether to start their own management consulting business or join an established agency by providing some clarity around the following topics:

- What are the attributes of a management consultant?
- Who is the likely market and what are they looking for?
- Should I set up as a sole practitioner, small boutique, or in a partnership?
- What is required to start up my business and generate revenue?
- How do I market and sell my services?

This management consulting business course is designed for university graduates and professionals who want to know what it entails to be a management

consultant and how to rapidly start up a management consulting business, as a sole practitioner, or in a small boutique.

The workshops are delivered by highly experienced management consultants who are members of IMC and will share their wealth of experience with you. The sessions are spaced to provide you with time to reflect and apply your new knowledge and skills. You will also meet like-minded people to start building your network.

The workshops are available both online and in selected face-to-face settings. Visit imc.org.au for dates.

About IMC

IMC is dedicated to promoting excellence and integrity in the management consulting profession, to improve the knowledge and skill of management consultants with respect to their roles, duties and responsibilities and to encourage and require the highest professional standards and ethics among management consultants. If you are not yet a member, **join now!**

Registration includes:

- A copy of '*Management Consulting – an introduction to the methodologies, tools and techniques of the profession*', Australia and New Zealand edition
- Access to 1 hour of mentoring between sessions
- For non-members, membership application fee for 'Associate Membership' and MIMC with 'Full Membership' is waived if you join during or on completion of the program (subject to membership eligibility).

Program Overview:

Session 1 – Where Do I Start?

- What is my unique selling proposition?
- What are my markets and sectors?
- What company structure should I use?

Session 2 – Developing the Basics

- Building the basics: IP
- Value proposition statement
- Collaborations and marketing
- Enabling your consultancy
- Tax implications and insurances.

Session 3 – Selling and Delivering Your Service

- The management consulting process
- Pricing strategies and structures
- Sales pipeline management.

Session 4 – Keeping You and Your Consultancy Sharp

- Professional development and networking
- Business and life planning.

Session 5 – Consulting the IMC Way

- Ethical consulting
- The IMC Body of Knowledge
- ISO 20700 and the CMC way.

Past Attendee's Testimonials

'I saw the program in an IMC email and as I am fairly new to consulting it sounded like it was going to cover what I needed to know. I certainly got that and a lot of things I hadn't thought about yet. It was fantastic, got everything I wanted and more. It is very reasonably priced and I have already recommended it to others – it's a really good foundation.'

– Brenda Moore **AIMC**

'I wanted to go back to basics, challenge some myths, and reflect on my career. I was after a sounding board from an experienced management consultant so an experienced facilitator was absolutely key for me. Steve was excellent and very experienced. It was good to understand the mindset of a management consultant and what it takes to start up. Hearing from a senior management consulting, revising the fundamental areas to address your brand and establish your career and tools and techniques to use was great. I can commence my CMC journey now.'

- Andrew Gerges **MIMC**

Register Now!

Visit www.imc.org.au

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