

Management Consulting Foundations



The **purpose** of the Management Consulting Foundations Program is to provide professionals in Australia or New Zealand who are interested in working as a Management Consultant with the following insights:

- How to decide whether to establish your own management consulting practice or join an established business
- How to rapidly establish a management consulting business in Australia
- How to market and sell your services
- Target your likely market and understand what they are looking for and how to sell to them
- Consulting the IMC Way
- How to stand out from the crowd

The **Target Audience** for this Program includes:

- Professionals in Australia or New Zealand either thinking about working as a management consultant, or who have recently commenced practice as a management consultant.
- New members of the Institute of Management Consultants in Australia or New Zealand who are looking to start their professional journey to become Certified Management Consultants.
- Prospective members of the IMC who are thinking about starting their own management consulting practice, or who are thinking about changing from being an internal management consultant to an independent management consultant

The Management Consulting Foundations Program is a new program, based on the previous Start-Up Series but extended, is delivered over the IMC Open Learning portal

and is designed for participants to complete the modules in their own time, at their own pace. The program consists of these modules:

Module	Title
Module 1	Where Do I Start?
Module 2	What am I offering and how does it compare to my competitors?
Module 3	Consulting Business Structures
Module 4	Business Planning
Module 5	Developing Your Business
Module 6	Enabling Your Business
Module 7	Pricing Strategies and Structures
Module 8	Management Consulting Process
Module 9	Sales Pipeline Management
Module 10	Professional Development & Planning
Module 11	Consulting the IMC Way
Module 12	Ethical Consulting

There are 2 facilitated workshops included in the program (delivered face to face virtually over Zoom), the first after participants have completed Module 6, where the discussion will be focused on participant's businesses; and the second after Module 12, which will include discussion on a number of Ethics Case Studies.

Learning Outcomes

By the conclusion of this program, participants will be able to:

- Identify their readiness level to enter the business world as a management consultant as a Member of the IMC
- Analyse their market and the competition for their services and be able to explain their value proposition to potential clients
- Develop their service offerings and marketing plan to sell products and services, and give the "elevator pitch"
- Understand the types of business structures and which one will be optimal for their business
- Develop their pricing structures, rate card and discounting arrangements
- Develop and implement their business plan
- Complete their personal and professional development plan



*The home of professional
management consultants*

- Apply the IMC Code of Ethics in their consulting practice
- Practice as a Management Consultant the IMC way

Facilitated discussion group activities (over Zoom) are required after completion of Modules 6 (Discussing your business) and 12 (Ethical Practice), and participants can register for those through the Open Learning Portal. Completion of both facilitated discussion groups is required for course completion. For Semester 1 2024, the **Workshop 1 Discussion Groups** will be scheduled from 5.30 – 7.30pm on these dates:

Tuesday 19 March 5 - 6.30pm AEDT

Tuesday 23 April 5 - 6.30pm AEST

Tuesday 21 May 5 - 6.30pm AEST

Tuesday 18 June 5 - 6.30pm AEST

Workshop 2 Discussion Groups will be scheduled from 5.30 – 7.30pm on these dates:

Tuesday 26 March 5 - 6.30pm AEDT

Monday 29 April 5 - 6.30pm AEST

Tuesday 28 May 5 - 6.30pm AEST

Tuesday 25 June 5 - 6.30pm AEST

As part of this program, participants can also access a free half hour Mentoring session with the IMC mentor of their choice through the [IMC Mentoring Program](#) - IMC Australia.

Registration also includes a complimentary copy of 'Management Consulting - an introduction to the methodologies, tools and techniques of the profession' (RRP \$99) and access to 1 hour of mentoring between sessions.

Your Facilitator - Jenifer Frederick MIMC CMC, Dip Arts, BComm, Grad Dip Taxation, FCPA, GAICD



Jenifer was appointed to the Board in March 2022, is Chair of the Professional Development Committee and is a member of the ACT Chapter Committee. Jenifer has been a management consultant since 1999, as co-director of Alliance Consulting Group, providing a range of business improvement services to government clients. As of December 2022, Jenifer is working as an independent consultant, specialising in strategy and transformation, workforce strategy and capability, and financial management and governance.

Cost: IMC Members \$1980.00 inclu GST

Past Attendees' Testimonials

The IMC Startup Series was a great way to get up to speed on setting up and operating your own consulting business.

Whilst I have been consulting for some time, the course was a great refresher on the key elements you need to consider.

Jenifer was a great facilitator and the conversations within our group was a really useful way to validate our own strategies and techniques, and consider alternative options. I would recommend the sessions for anyone considering starting out or already running their own consulting business to network with others and share ideas.

Venue	IMC Open Learning Portal
Starts	Any time
Ends	Any time

Registrations open February 2024