



CERTIFIED
MANAGEMENT CONSULTANT

Consultants



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Institute of Management Consultants Hong Kong (IMCHK) - Newsletter

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About IMCHK

The Institute of Management Consultants Hong Kong (IMCHK) is the professional chapter and qualifying body for management consultants in Hong Kong. IMCHK was established in 2000, aiming at setting and maintaining high standards of quality, independence, objectivity, and integrity for Certified Management Consultants (CMC) originating in Hong Kong and Macau. IMCHK is representative of Hong Kong in the International Council of Management Consulting Institutes (ICMCI). ICMCI has over 60,000 CMC members worldwide.



President's Message

There is a Chinese saying “Make the plan for the year in Spring (一年之計在於春)”

Earlier this year, we planned to further engage our members by scheduling the CPD events on a regular basis. Since January 2022, we have managed to run a series of monthly CPD events, and they were well received by members and non-members alike. We believe these CPD events would provide a collaborative platform for all the participants to learn from each other and to grow together in the journey of management consulting. As a matter of fact, some of the past CPD events were conducted by our own members to share the knowledge and experience of their own consulting domains. If you want to speak in one of our future CPD events, please don't hesitate to let us know.

The registration for the Annual Award for the Best Use Cases of ISO 20700:2017 Self-Declaration Checklist was just closed on 31 March 2022; and we are looking forward to receiving the case submission from registrants in the coming two months. On a separate but related note, it is encouraging to receive positive feedback from some of our CMCs trained in ISO 20700 about how this credential has enhanced the bidding competitiveness of their consulting project proposals. This is a good phenomenon for ISO 20700:2017 and it is indeed one of our strategic initiatives to extend the training to non-CMCs to gain wider adoption by other management consulting professionals.

With your support, we will strive to continuously add value to the development of management consulting professionals!

Daniel Chan, CMC
President, IMCHK



ICMCI - Certified Management Consultant

The Certified Management Consultant designation is the preeminent professional designation for management consulting with a variety of sub-specialty areas. It is similar in scope and reliability to Chartered Professional Accountants, Professional Engineers, etc.

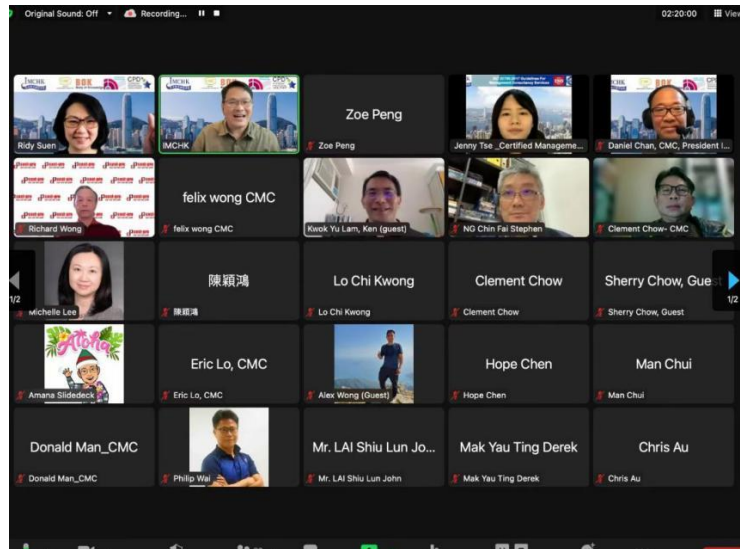
Post-nominal initials

Consultants who have been awarded the CMC can put these initials after their name. In some countries, the CMC-Global member Institute may use the designation FIMC to signify a Fellow of that Institute of Management Consultants – someone who has made a significant contribution to the profession of management consulting. The initial FCMC therefore designate a Certified Management Consultant who is also a Fellow of his or her institute.



IMCHK Activities

IMCHK Webinar: How to apply ISO 20700:2017 to make your management consulting service stand out from competitors - 15 January 2022 Saturday 10:30 -12:00 (via ZOOM)



Objectives:

According to HKTDC, Hong Kong is a leading management consulting centre in the region and there are 9,778 establishments of management consultancy services as of 2020. Under such vigorous competition among different management consulting firms, maintaining one's professionalism and high standard of service becomes a vital element of success. In the seminar, the speaker shared how to make effective use of ISO 20700:2017 to enhance the quality of consulting service, to increase transparency and effectiveness of the consulting process.

Program Outline:

(1) Overview of management consulting industry in Hong Kong, (2) The usage and importance of ISO 20700:2017, (3) Real case sharing of applying ISO 20700:2017 in consulting projects.

Speaker: Jenny Tse

The Talent 2022 - Virtual Conference of People Development conducted by Institute of Training Professionals (Supported by IMCHK) - 4 Mar (Fri) 2:25pm – 5:15pm, 5 Mar (Sat) 9:30am – 1:25pm



ISO 20700:2017

ISO 20700:2017 Guidelines for Management Consultancy Services was developed by CMC-Global (International Council of Management Consulting Institutes, ICMCI) and International Organization for Standardization (ISO), to enhance the level of competence of the profession's services. IMCHK is the trainer on behalf of ICMCI to provide training and certification of ISO 20700 in regional area (Hong Kong and Macau).

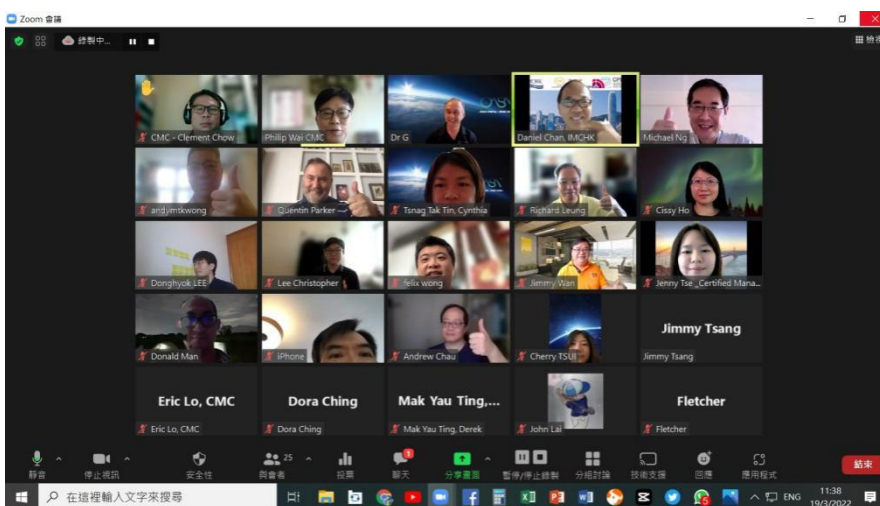
IMCHK conducts and supports ISO 20700 training and certification to management consultants and service providers in required industries and professions.



Institute of Training Professionals:

Being the sole local professional body in training & development ("T&D"), Institute of Training Professionals ("ITP") aims to promote the interests of T&D practitioners while simultaneously striving to enhance the sector's professional standards and practices.

IMCHK Webinar: Up, Up and Away - Mentor young student Consultants and help Ignite the New Digital and NewSpace Economy for Greater Bay - 19 March 2022 Saturday 10:30 ~ 11:30 (via Zoom)



Objectives:

Helps companies find new life and customers in their digital journey by embarking on OASA's Young Marco Polo Programme (YMP) in 2022.

Program Outline:

(1) Engaging with young university talents to reframe business challenge and assessing their competency as professional business analysts, (2) Putting ISO 20700 into practice, (3) Proactively working with new users of consulting services and potentially having them become your clients.

Speaker: Prof. Gregg Li, Mr. Michael Ng



IMCHK Virtual Café

was conducted on 19 February 2022 Saturday 10:30 am – 12:00 am (via Zoom)

Virtual Café 「新春開年、茶話未來」
CPD Event 19th Feb 2022
Time: 10:30 – 12:00

IMCHK 香港管理顧問學會

CPD CONTINUING PROFESSIONAL DEVELOPMENT

ISO 20700:2017

CMC - GLOBAL

On 19 Feb, IMCHK organized a virtual café to allow our members to greet each other via Zoom. IMCHK were very happy to have 20 members joining this event. Members attending were glad to have our Fellow members Dr. Stephen Ng, one of our Institute's founding members, and Dr. Samson Ma joining this event and sharing their insights for our future development. IMCHK Vice President, Philip Wai, also shared the WOOP (Wish, Outcome, Obstacles, If-then Plan) approach for personal goal setting. Surprisingly, IMCHK President, Daniel Chan, has applied this approach for his marathon training, and he stressed the importance for keeping the momentum until new habit has been formed. In this event, Virtual Café also re-introduced the management panel service to our members which is a pro-bono service allowing members seek advice from our fellow members on work-related issues. If you need help from our management panel, you can send your request to adminsec@imchk.com.hk.

Welcome to IMCHK CPD 2nd Event in 2022

Our Zoom Norms

- Update your Name on screen
 - (First name, Surname, CMC or Guest)
- Camera On
 - Turn your camera on if you're comfortable
- Mute
 - Mute yourself if you are not speaking
 - We may mute participants if background noise become an issue
- Gallery View
 - Select "Gallery View" so you can see everyone

Today's Agenda

1. Check-in (Amana)
2. 大家來拜年 (Ridy)
3. 我和 IMCHK 過去、現在與將來
4. WOOP 策劃未來 (Philip)
5. Management Expert Panel to IMCHK's members (Philip + Daniel)
6. Check-out (Amana)

Members in Management Panel

- Professor Alfred Ho, IMCHK Honorary Fellow (BSocSc, DipMS, MBA, MScIS, FITP, FIIM)
- Professor Gregg Li, ICMCI Academic Fellow (BA, MBA, MA, Dr.Eng, FHKIOD, CISA)
- Dr. CY Wong, ICMCI Academic Fellow (DipMS, MSc, PhD, Dr.Sc, FILM, FCMI, XPEng, MIEAust)
- Hon. Prof. Dr. Samson Ma, ICMCI Academic Fellow (BSc (Hons), MSc, MBA, DBA, Dr.Sc, FBSC, CIPF, FinstLM, GCGI, FIFC, CFC)
- Professor Stephen Ng, ICMCI Academic Fellow (MSc, Dr.Eng, FIPSHK, FCIPS)

IMCHK CPD Event 2022



Seeking New, Younger, Digital-Engaged Customers for Our Clients

How to leverage young troubleshooters and jointly solve this wicked problem?



"How" do I become an Astropreneur?

What is the Pain?

For any business to be sustainable, it must find and keep new customers. Easier said than done, but this is probably the most critical metric a company doctor must understand. Peter Drucker, one of our many mentors, aptly put it, *"any business aims to find and keep a customer."*

But how?

In our new Post-COVID world, not losing any more customers who would prefer the remote touch has been extremely difficult. How can company doctors help resolve this wicked problem? Shopping online and using remote services is now a regular part of any business. Businesses that do not have e-commerce, a hybrid solution, as one of the means of doing business, will become extinct very soon.

To understand how the new, younger, digital engaged prospects would like to engage a business, why not ask their peers?

The crux lies in understanding how customers prefer ways to engage and reach out to the services and products as provided by our clients. User experience, digital touch, cybersecurity, and data privacy, although supplementary to any past purchase decision, have become mainstream.

What is the Solution and the Approach?

OASA, the Orion Astropreneur Space Academy, has developed a brand-new initiative whereby company doctors would invite and select bright minds from our universities, to work on this challenge for businesses experiencing customer attritions.

Each semester, and starting in 2022, a team of three to five students from different disciplines (purposely designed this way) would embark on a customer discovery journey with a client.



OASA has called this new programme the Young Marco Polo Programme or YMP for short. Like the famous Marco Polo who crossed the Silk Road to explore and connect cultures, the aim of this programme which takes on his name, takes our youth and, through their eyes, help traditional businesses reconnect to the new digital world of trade and industry across boundaries and borders. Space, after all, means data travelling without limits.

This programme has started in January 2022 with selective students from HKU, CityU, and PolyU. They would first engage themselves as “Student Interns” at OASA. Screened, prepared, and signed NDAs, each would be matched to a team and a client’s challenge. For this round, clients with moonshot challenges have ranged from traditional businesses moving into Insurtech, health tech, NFT Marketer, and even Edtech.¹

At the end of the 3 to 5 months’ journey, if the customer discovery has been fruitful and grounded, a university may even fund the establishment of such new ventures. PolyU, for example, has set aside a grant of up to HK\$10 million for each potential phoenix arising from programmes such as this one.

How can CMCs get involved in future programmes?

As a supporting organisation of IMCHK, OASA is seeking CMCs who believe they can help their clients through this programme. The CMC would play the role of a Programme Director and would receive a stipend for providing the services. OASA expects the CMCs to follow ISO 20700:2017 in the engagement process.

The YMP is also a powerful way for the CMCs to give back, mentor and prepare young problem solvers. A few bright students may want to experience the fun and challenge of being a professional management consultant. And why not?

If interested, please reach out to Mr. Michael Ng, YMP Programme Director, at PD1@oasahk.org or Prof. Gregg Li (aka Dr. G) at chair@oasahk.org.

¹ *For the Summer Semester, already clients in properties, healthcare, hotels, certification, and NGOs are standing in line to play and engage.*



NEW IMCHK LinkedIn

Official (New) IMCHK LinkedIn was launched

https://hk.linkedin.com/company/imchk-2021?trk=public_profile_topcard-current-company

Some views on LinkedIn in social media

LinkedIn has 61 million senior-level influencers of which 40 million are the decision-makers. For the Millennial demographic alone, there are 87 million registered members, and 11 million of them are in a decision-making position. It's an ocean of professional networking opportunities. Unlike Facebook and other social media platforms, it's a logical entry point for business-oriented people who don't have time to waste slogging through a lot of personal posts. There's little appetite for trivial or personal sharing on LinkedIn. Instead, you will find mostly professionals wanting to connect with like-minded business people and other organizations. *(By Eventige Media Group)*

When most people talk about social media, they're usually referring to platforms like Facebook or Instagram, but rarely think of LinkedIn as part of the vast array of social media platforms available. We tend to assume that LinkedIn isn't such a valuable place to be and often, even businesses make this mistake, assuming that it would be far more beneficial to focus on their presence on Twitter, for example. There is a logic behind this – LinkedIn is a place for businesses, but I'm looking to advertise to real people, and they are going to be on other, more laid-back platforms, so I might as well go there, too. *(By Business 2 Community)*

When most people think about social media, platforms like Facebook and Instagram probably come to mind. I'm here to tell you it should be LinkedIn instead. Most social media revolves around sharing both pictures of yourself and personal information. While, in some ways, LinkedIn is the same, the offer of endless career opportunities makes it superior — especially for Ducks. Like most college students, I had professors who presented the many opportunities that LinkedIn provides. However, it wasn't until I explored the platform on my own that I realized how valuable it can be. *(By Daily Emerald)*

Social media marketing is constantly growing. As you can imagine, brands' utilization of online platforms for marketing campaigns is as important as ever. Facebook, YouTube, and Instagram are among the most used social channels for marketing that drove an increased ROI for businesses in the past years. Yet, businesses have also found ways to use LinkedIn to increase engagement and target specific audiences. LinkedIn will be a strong platform to utilize during 2020 as businesses continue to create partnerships virtually, support communities, and promote new strategies. *(By Jyl Pattee in Forward Influence)*



ICMCI

The International Council of Management Consulting Institutes (ICMCI) has since 1987 been the professional body worldwide for management consultants. ICMCI since 2013 is called **CMC-Global**.

CMC-Global (ICMCI) is the international Management Consulting professional body, comprised of individual country-based, member, Institutes of Management Consulting (IMCs). ICMCI works with many industry leaders, with academia, with consulting firms of all shapes and sizes, and have built a common standard for the individual certification of professional management consultants.

When you join a member IMC, you are also joining a global community of trusted, ethical, and committed colleagues.

When you become a “Certified Management Consultant” (CMC) through one IMCHK, you have shown that you have the knowledge, competence, commitment and peer acceptance, that you are a true professional.

Successfully Achieving Your Certified Management Consultant (CMC) Qualification:

Receiving Certificate

Receive CMC Membership Certificate from IMCHK

Designation and Reciprocity

The CMC Designation can be used worldwide and CMC reciprocity offers to all ICMCI member countries. e.g. *Simon Chan, BSc, MBA, CMC*

CMC Logo on Business Name Cards

CMC Logo can be used on business name cards to distinguish you are an internationally recognized and certified management consultant.



Displaying CMC Certificate

CMC certificate can be posted in your office to signify your CMC professional status.

Using CMC Designation

CMC Designation can be used on letterheads, fax sheets, proposal templates, resumes, biographies, e-mail signatures, and professional profile to identify your CMC commitment and qualification.

Membership Upgrading

CMC with 10 years' consulting experience (at least 5 years' consulting experience after receiving CMC) and has contribution to IMCHK or the consulting industry may be invited to upgrade to fellowship status of IMCHK. Fellows can use the FCMC, or FIMC, CMC designation.

ICMCI Academic Fellow

IMCHK will nominate distinguished CMCs who are taking research and / or teaching of internal or external management consulting at a publicly accredited university to be elected Academic Fellows of ICMCI. ICMCI Academic Fellows can use the CMC-AF designation worldwide.



IMCHK ISO 20700 Award (2022)

IMCHK Council Members (2021 ~ 2022)

President:

Mr. Daniel Chan

Vice President:

Mr. Philip Wai

Honorary

Secretary:

Dr. Samson Ma

Honorary

Treasurer:

Ms. Ridy Suen

Council Members:

Mr. Alvin Wong

Mr. Antony Yip

Mr. Share Tai Ki

Mr. Amana Wong

Mr. John Lai

Ms. Ada Wong



The first IMCHK Annual Award for ISO 20700 was announced in January 2022. The ISO 20700 award aims to promote the application of ISO 20700 for management consultancy in Hong Kong with the following objectives:

- ✓ To promote public awareness of ISO 20700:2017;
- ✓ To emphasize the benefits of adopting ISO standards for both consultants and clients; and
- ✓ To recognize individual consultants who have demonstrated success during any or all consultancy assignment phases, i.e. contracting, execution and closure through the adoption of the ISO 20700 Self-declaration Checklist

Nomination:

All IMCHK members trained in ISO 20700 may nominate cases in the application of ISO 20700 on their consulting jobs or projects.

Judging Criteria:

A Panel of Judges will be established including IMCHK Fellows and ISO 20700 Accredited Trainers to evaluate the submitted cases. Evaluation will be based on: (A) Enhancing the **transparency** between the consultants and the clients; (B) Improving the **understanding** between clients and consultants to achieve better results from the consultancy assignments; (C) **Building trust** between consultants and clients; (D) **Reducing risk** in consultancy service; and (E) the level of **success** and the **application** of ISO 20700 Checklist on consulting services.

Announcement:

The process, details of nomination and the final decision about the IMCHK Annual Award for ISO 20700 will be announced on IMCHK Website in autumn.

Institute of Management Consultants Hong Kong

Visit IMCHK's website at www.imchk.com.hk

