

#### About CMC-Canada

CMC-Canada fosters excellence and integrity in the management consulting profession as a whole. CMC-Canada administers, and its provincial Institutes confer, the Certified Management Consultant (CMC) designation in Canada. The association and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community.

#### Our Mission

To advance the practice and profile of management consulting in Canada through education and certification of consultants, promotion of ethical standards and professional competency, and advocacy for the profession in public and government settings.

A HIGHER LEVEL of  
management consulting



Un NIVEAU SUPÉRIEUR  
de conseil en management

## TOP TEN REASONS TO HIRE A CMC

### 1. High Standards

Certified Management Consultants (CMCs) always observe best practices and the highest standards in strategy development, marketing, business and service operations, human resource management, information technology, and finance. They are serious about management consulting as a profession. It is not something they casually do between careers or to augment retirement income. Their certification is recognized in NAFTA and in over 40 countries across the globe.

### 2. Results

CMCs have declared areas of expertise, but are required to demonstrate and maintain competence across multiple management consulting disciplines. They see the whole business and system picture, and produce deliverables that: serve the best interests of the client; support corporate direction; and enable desired business outcomes and expected results. They act not as contractors to augment or fill staff positions, but as trusted advisors to management. Evidence of a successful track record is found in client testimonials, references, and repeat business, all of which are required to maintain the CMC certification.

### 3. Value

The primary focus of CMCs is to serve the best interests of the client and to deliver quality work focused on enabling desired business outcomes. Because they possess superior knowledge, skills, abilities, education and training, and proven domain experience, they are able to produce sustainable results sooner, more cost-effectively, and with greater stakeholder acceptance.

### 4. Trust

A CMC can be trusted to put the best interests of the client first, and to enhance and protect the integrity and security of client assets, resources and intellectual property.

### 5. Accountability

CMCs are subject a Code of Professional Conduct and peer discipline. They understand and apply public-sector management accountability frameworks and principles well.

**Passionate  
about the  
profession.**

Canadian Association of  
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## **6. Ethics**

CMCs are tested on ethics and are screened for a history of ethical conduct. A CMC has successfully completed both written and oral ethics examinations covering commitments to the client, to fiscal responsibility, to the public, and to the profession.

## **7. Risk Mitigation**

Establishing CMC certification as a desirable qualification within an RFQ reduces the risk of pre-qualifying and selecting an unsuitable candidate, or choosing an individual who is not as serious about the needs of clients, or pursuing management consulting as a full-time profession. Using the CMC designation as a desirable qualification in an RFP or RFQ also reduces the chances of a vendor substituting an exceptionally qualified resource named in a proposal for a less qualified consultant after a contract has been signed.

## **8. Simplicity**

CMCs have already been screened by a trusted body for education, grasp of theory, competence, and proven, real-world experience. Procurement managers do not have to set up elaborate scoring processes to develop reliable lists of qualified management consultants.

## **9. Diversity**

CMCs are connected to a vast network of experts and proven management consultants operating in a wide array of sectors and communities of practice across Canada and around the world. They embrace diversity, respect gender equality, and practice inclusive approaches.

## **10. Commitment**

Use of the CMC designation levels the playing field between multi-national consulting firms and Canadian-based consultants who are equally competent but often less capable of conducting expensive marketing. CMC-Canada also stands committed to offering clients sustainable knowledge transfer and opportunities to enhance their own careers and professional development through participation in CMC-certification programs.