

Professional Foundation in Management Consulting

A highly interactive 5-day course, designed for experienced managers looking to become new management consultants, so they may provide professional consultation to management and bringing about effective change

Today's turbulent environment demands professionals who can solve problems creatively, persuade clients to undertake transformation, and do so in a professional manner. How would a manager and professional build on his/her competencies and become a professional consultant to management and an effective change agent? This is a 5-day course, spread over 4 weeks, designed for auditors, accountants, trouble-shooters, internal consultants, contractors, managers and anyone with 5 to 10 years of managerial experiences looking to integrate their skills and structure them into a professional basis with which to begin their management consulting career. Those who needs to:

- ❑ *Sell their experience and know-how in a professional manner;*
- ❑ *Understand the nature and dynamics of consultancy and the consulting industry;*
- ❑ *Learn about the methodologies for effecting change in an organization;*
- ❑ *Manage the change process, the project, and the client;*
- ❑ *Learn some of the basic consulting methodologies and how to develop their own;*
- ❑ *Deliver on the intangibles within budget;*
- ❑ *Learn and be able to apply the International Code of Professional Conduct (ethics)*
- ❑ *Improve on the ability to satisfy clients' requests; and*
- ❑ *Prepare for the certification of management consultant examination offered by the Institute of Management Consultants throughout the world.*

This course has been designed by the Academy of Management Consultancy and is offered through the Institute of Management Consultants in Hong Kong. It is taught only by teachers of management consultants, typically Fellows of IMC and Certified Management Consultants (CMC) who have operated on an international basis and have extensive experience in the region.

Deliverables

At the end of the course and upon completion of the required field project, the participant should be more capable in:

- ❑ *Applying oneself more effectively as an internal or external change consultant;*
- ❑ *Managing better his/her consultancy projects, processes and roles;*
- ❑ *Preparing proposals, project plans, approaches, and manage expectations; and*
- ❑ *Helping his/her clients deal with and overcome inertia for change.*

Your International Certified Workshop Master Trainers

Charles Foley, FIMC, CMC



With over 30 years of consulting and teaching experiences in UK, Australia, Hong Kong, Malaysia, and China, Charles recent development of Asia's first diploma program for management consultants at the University of Hong Kong have exemplified some of the fine work that he has done. Charles has been associated at the senior level with consulting firms such as Price Waterhouse in UK, KPMG in Australia, and the University of Birmingham. As a director at KPMG, he was part of the teams that helped privatise a number of publicly owned bodies in Australia. There he was responsible for helping to prepare several organisations to review and re-structure their operations so that they upgraded their cost-effectiveness.

The organisations with which he was involved included local government, government departments, research institutes and specialist design enterprises. When he was with Price Waterhouse, he led a team that designed and wrote the core training materials for the UK National Health Services and their external consulting team. The training materials strengthened the ability of NHS to own the change initiative and deliver higher quality of healthcare to the public. Charles has a BA, Grad. Dip, and MBA from the University of Liverpool and currently resides in Stafford-upon-Avon in the UK.

Dr. Thomas Tang, CMC

Dr. Tang has been associated with GML Consulting, PA Consulting, and ERM. His specialties are in strategy, HR management and organisational development. Dr. Tang has worked throughout the world, principally in the EU, the UK, Malaysia, and Hong Kong. Recent selected papers and talks of Dr. Tang are: Asia Pacific Management institute (December 2002), Talk on Corporate Governance, HR Club, Shanghai (December 2001), Outsourcing – Concepts and Practice, Company Secretary, Hong Kong (May 2000), Level Playing Field or Moving Goalposts?, Company Secretary, Hong Kong (January 2000), Business Ethics, Business & Industry Environment Annual Conference held in Hong Kong (1999), Environmental Balanced Scorecard, American Chamber of Commerce, Shanghai (June 1999), Environmental Management for Companies in China, UNEP conference on environmental accounting, Bangkok (1999), and Environmental Auditing Principles.



Sample International Facilitators and Guest Speakers from Past Intakes

Dr. Gordian Gaeta, FIMC, formerly head of Booz Allen Hamilton for China, Hong Kong

Alfred Ho, FIMC, Principal at the Academy and formerly with Hay Group and the MDC in Hong Kong

Nigel Knight, Senior Partner, IBM Business Consulting Services, Asia

Stephen Pang, formerly with McKinsey & Company

Colin Sankey, Director, Efficiency Unit of the Hong Kong SAR Government (Internal Consulting)

Dr. Gregg Li, FIMC, CMC, Chairman of ICMCI in Asia and G. Li & Company

Walter Vieira, FIMC, Former Chairman of the ICMCI and Visiting Professor at Northwestern University and Cornell.

Program Structure

All participants would be involved in a highly interactive workshop, including role-plays, simulations, a field study, and case exercises covering the fundamental art of management consulting. Students are expected to use the Internet for searches and downloading pre-course reading before attending the classes. **The medium of language for international consulting is Business English and the course is only for those who can operate in this medium.**

Pre-Course Homework	Day 1
<p>All participants are required to have filled out an individually assessed survey of their own competencies, put together a consulting CV that will be used for team discussion on day 1, and have read the following articles,</p> <ol style="list-style-type: none"> 1. <i>Building a Consultancy Practice in China</i>, British Chamber of Commerce 2. <i>Complexity and Chaos</i>, Academy of Management Consultancy 	<p>Management Consultant's Mindset Series</p> <ul style="list-style-type: none"> ▪ Introduction to Management Consulting and the Industry ▪ Understanding Self, Consulting Competency Profiling ▪ Contracting and Building Relationships ▪ Introduction to the Consulting Processes ▪ Chaos and Complexity (80/20 rule), Systems Thinking ▪ The Management Consultant Mindset ▪ Introduction to the Sample Consulting Project, with a real client.
Day 2	Days 3
<p>Consulting Skills and Project Management Series</p> <ul style="list-style-type: none"> ▪ Managing a consulting team ▪ Managing projects ▪ Information Gathering and Analysis ▪ Research Methods – Action Research and Triangulation ▪ Coaching Skills for Consultants/ Management Training Skills/ Development of Methodology in general ▪ Consulting Ethics/Charge-out Rates/Team Management. ▪ The Client-Consultant Relationship ▪ Building a Practice; finding a niche ▪ Being Culturally Aware and Sensitive 	<p>Change Framework and Processes Series</p> <ul style="list-style-type: none"> ▪ Introduction to Change Management for Consultants ▪ Organization and Group Behaviors ▪ Change Champion/ Roles of Change Agent ▪ Systems Thinking and Organizational Learning ▪ Burke-Litwin and other change models ▪ Project Requirements and Planning ▪ Development of Your Own Methodology ▪ Case Study – Reengineering the IT Department ▪ Case Study – The Post Office
Day 4	Days 5
<p>Diagnostics & Consulting Tools Series</p> <ul style="list-style-type: none"> ▪ Introduction to Health-check: Organization Effectiveness – 18 Stages by Gregg Li and Charles Foley ▪ Introduction to other Consulting Methodologies – Overhead Value Analysis, 7S, BCG Matrix, Value Chain, Critical Success Factors, Management Audit, and others depending on time. ▪ BPR, TQM, and the Balanced Scorecard ▪ Strategic Consulting. Porter's 5 Forces. 	<p>Series on Delivering on the Promise Professionally</p> <ul style="list-style-type: none"> ▪ Project presentation by teams ▪ Feedback by clients and advisors ▪ Ethics and Professional Code of Conduct ▪ Building clients for Life ▪ Making money in consulting ▪ Finalizing your own professional CV ▪ Knowing when to use a particular methodology

About the Institute of Management Consultants (IMCHK)

The Institute of Management Consultants Hong Kong Limited (IMCHK) is a **not-for-profit** organization and is the only professional, fully recognized chapter; and qualifying body for management consultants in Greater China. The Hong Kong Chapter represents Hong Kong in the International Council of Management Consulting Institutes (ICMCI) based in the United States and which has over 60,000 individual members worldwide (www.icmci.org). The aims of the Institute are to enhance the practicing standards of management consultants and the confidence clients have in the profession in this part of the world. For more information, please visit www.imchk.com.hk and www.icmci.org.

About the Academy of Management Consultancy (AMC)

The Academy is an independent, private, non-sectarian academy whose mission is to develop competent management consultants for every enterprise, a company doctor for every organization. The Academy adapts and develops consulting tools, best practices, training programs, coaches, for the consulting industry. The Academy has been appointed as one of the official developers and course providers for IMCs. www.academy-mc.org.





Professional Foundation of Management Consulting

A professional's first step in becoming a professional management consultant

Certification Requirements

Participants must fulfill the following before a certificate is awarded:

- ❖ 70% attendance
- ❖ Participation in a team project
- ❖ Passing of a 20-question review exam.

Program Fee:

- Total program fee: **HK\$9,800** (includes: consulting competency profile, workshop materials, and a book on the 18 stages). Users are expected to read sufficient background materials before coming to class. The course will be conducted over 10 half-day sessions. Lunch is **not** included. Spaces will be confirmed once payment has been received. A maximum of only 30 students is allowed per class. *This is an international program and has been offered in Hong Kong, Beijing, Shanghai, and other locations.*
- **5% discount** for IMC Members and anyone registering before **the early bird deadline**.
- Cheque make payable to the "Institute of Management Consultants Hong Kong Limited" and send it to Suite 2101, 21/F, The Kwangtung Provincial Bank Building, 409 Hennessy Road, Causeway Bay, HK



YES, I want to register for the Foundation Workshop (Fax: 2573-4422)

First Name _____

Title _____

Last Name _____

Company _____

Years in consulting: _____

Area of Consulting Interests _____

Address _____

Phone _____

Fax _____

Email _____

IMC Member: Yes / No

**To register by phone, please call
IMC at 2865-2108**

For Office Use Only

Application Received: / /

Reference Number :

Payment Received : / /



Academy of Management Consultancy