



CMC - GLOBAL

Guidelines for management consultancy services

ISO Standard 20700

Background information and practical use.

Who likes to buy the pig in a poke?



What the society thinks



What my mother thinks



What my clients think



What my friends think



What I think

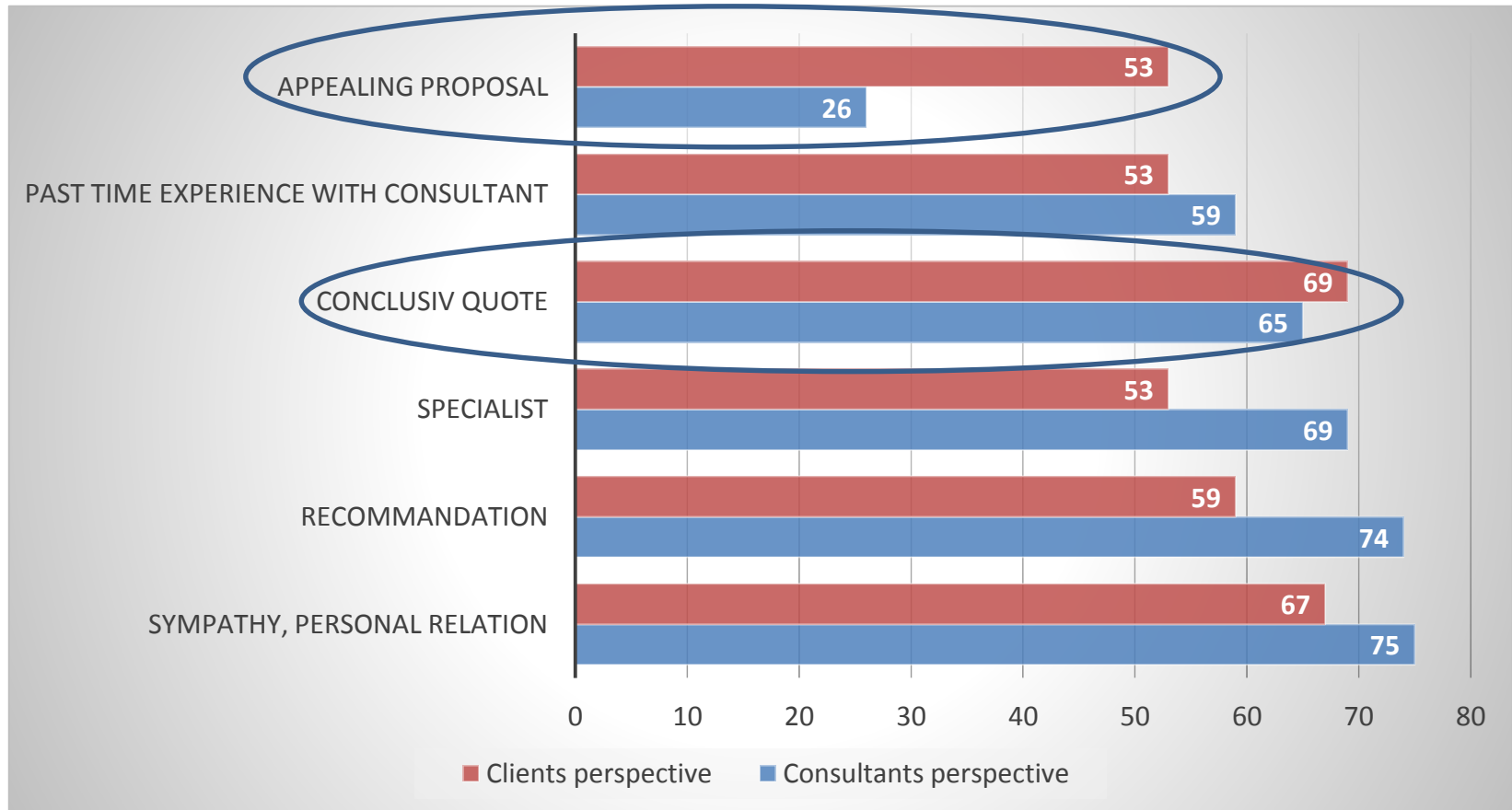


What it really is

The Definition in ISO 20700:

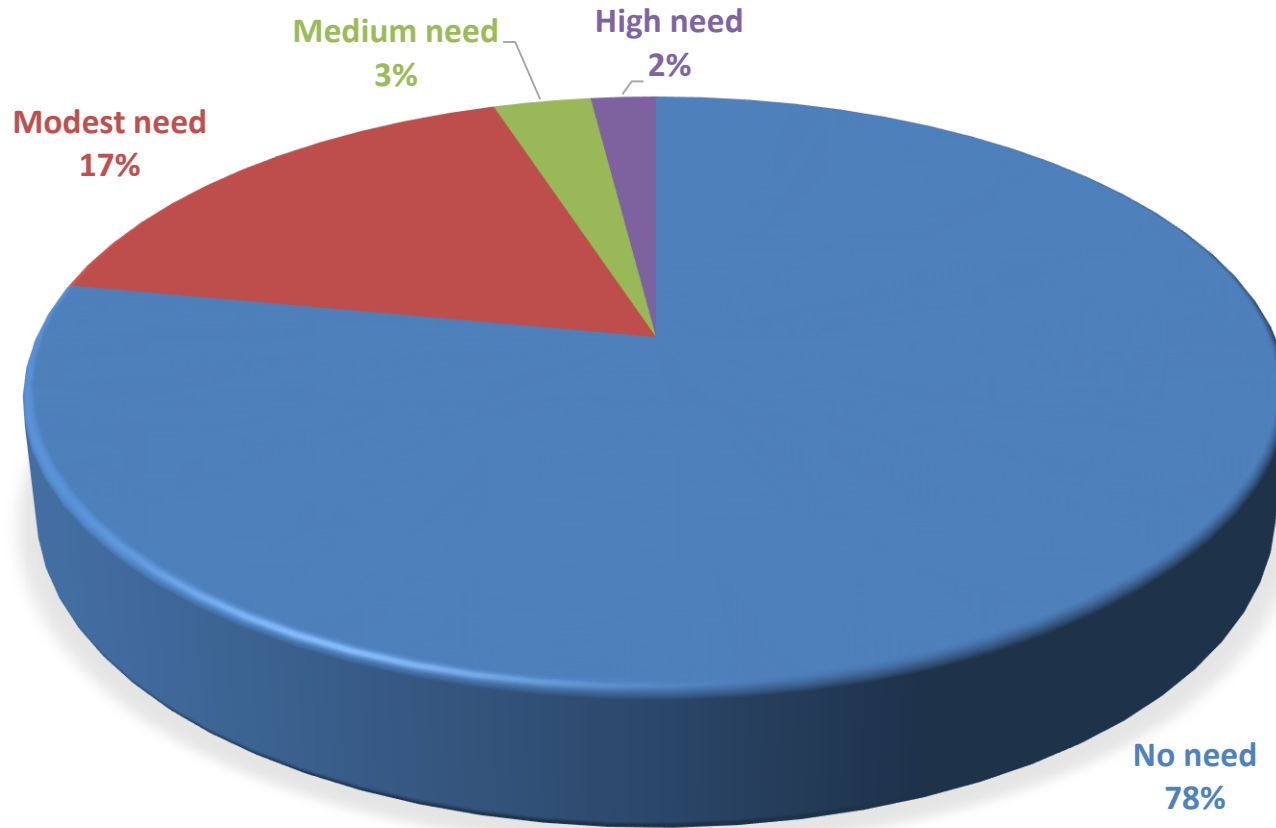
3.11 management consultancy service, MCS: set of multidisciplinary activities of intellectual work, within the field of management activities, which aims to create value or promote changes, by providing advice and proposing or solutions, by taking into account actions or by producing deliverables.

Decision drivers



UBIT Austria / Gallup Consulting survey 2012, n=800

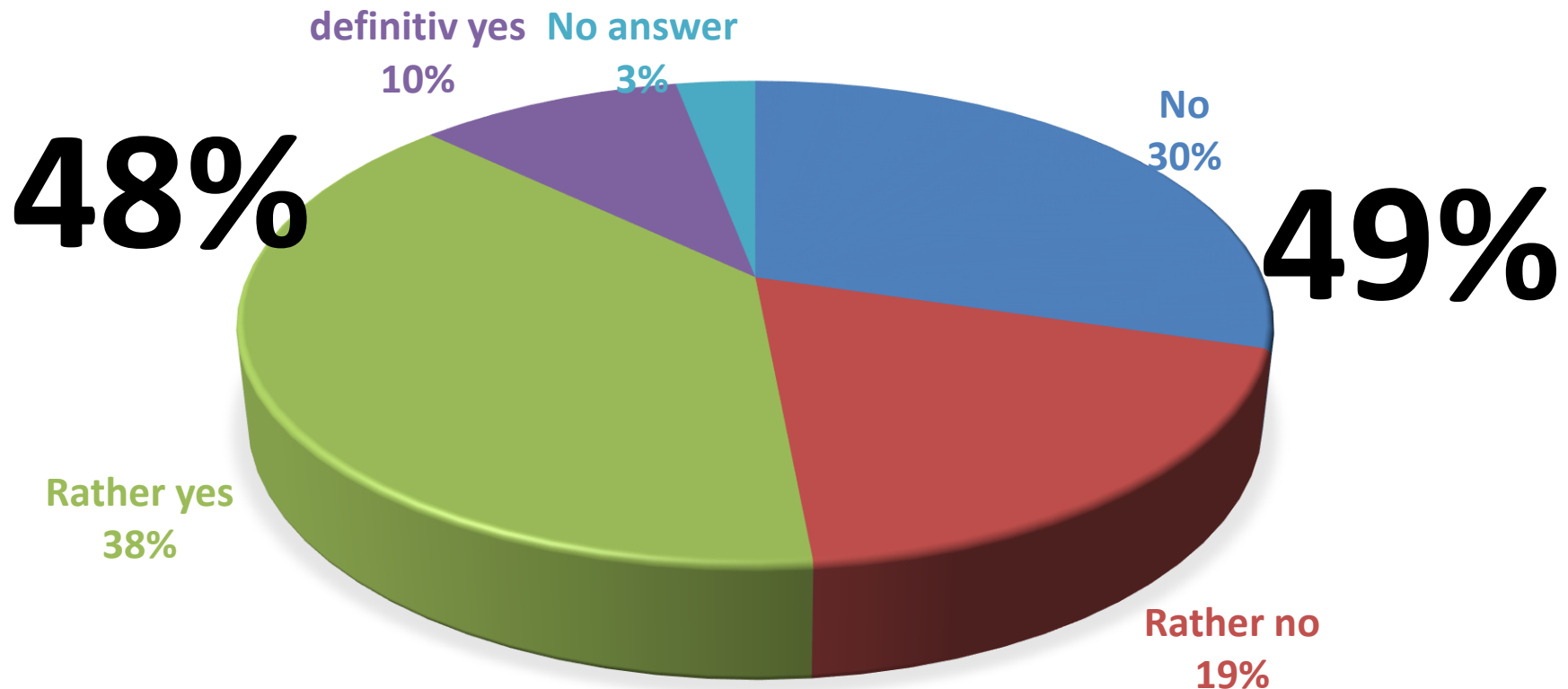
Need for consulting services (non clients)



UBIT Austria / Gallup Consulting survey 2012, n=800

Consultants Confidence

“Does a consulting service provider give more confidence, when following an international standard?”



UBIT Austria / Gallup Consulting survey 2012, n=800



Code of Conduct / Ethics,

Accredited MC Courses

ISO 9001

Accredited Consulting Practices

ISO 20700 „Management Consultancy Services“

CMC - Certified Management Consultant
Akkreditierungen

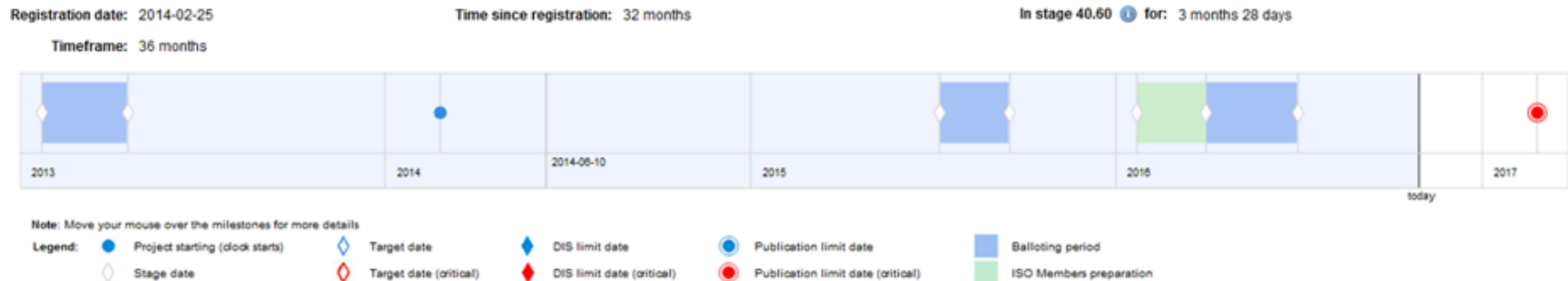
What is the idea behind ISO 20700

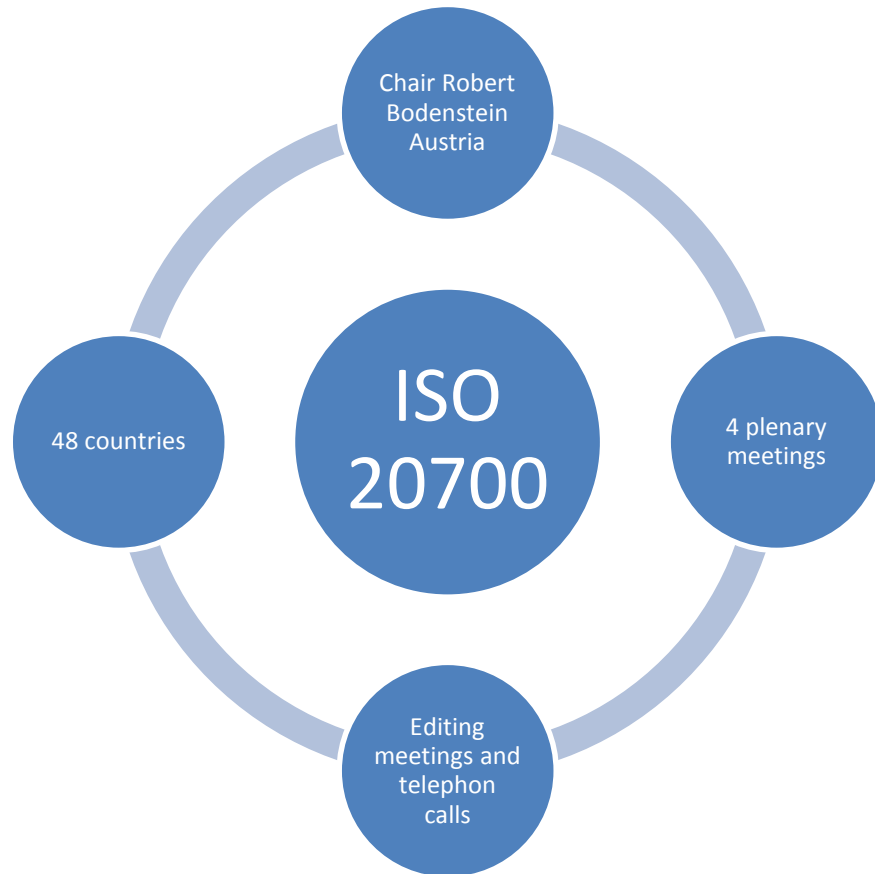
This standard, written from the perspective of management consultancy, applies to all MCSPs, whatever their size or specialism, including sole proprietors, partnerships, associations, governmental and non-governmental organizations, internal departments of corporations, etc.

In summary, the guiding principles of this Standard are that it:

- a) is written as guidance;
- b) is applicable to all MCSPs;
- c) applies to organizations, not their internal resources;
- d) is based on outcomes;
- e) protects innovation and differentiation;
- f) emphasizes importance of understanding clients' needs;
- g) is easy to understand;
- h) is easy to use.

Development of the ISO Standard started in Milano 2014 and finished in Beijing 2016. It will be published in May 2017





Initiated by ICMCI, chaired by Robert Bodenstein Austria **48 countries** where actively involved in developing this standard on management consultancy services. In **4 plenary** Meetings in Milano, London, two times in Toronto and once in Beijing and editing meetings in Milano, Paris, Vienna and a lot of telephone calls made that project come to live.

A list of Terms and definitions

Principle:

The standard consulting process is the base of the standard i.e.

- Contracting
- Execution
- Closure

Policies in that process are



- Awareness of regulatory framework
- Stakeholder engagement and commitment
- Code of ethical and professional conduct
- Project governance
- Capability
- Communication
- Data protection and confidentiality
- Protection of intellectual property
- Social responsibility
- Health and safety
- Risk and quality management

Ongoing evaluation and improvement

Claims and dispute

Structure of the standard

After listing the basic principles, the phases of the consulting process are described in detail:

Offering		Execution		Closure
• General		• General		• General
• Purpose		• Purpose		• Purpose
• Input		• Input		• Input
• Outcome		• Outcome		• Outcome
• Contents		• Contents		• Contents

Informative Annexes A to G are added

- Typical stakeholders
- Examples of guidelines for MCSPs for a code of conduct
- Conflict of Interest
- Examples of criteria to evaluate capability
- Examples of guidelines for MCSPs for typical risk management
- Examples of typical understanding activities “pre-project”

The aim of this standard is to improve

- transparency and understanding
- between clients and management consultancy service providers
- in order to achieve better results from consultancy projects.
- By improving
- quality,
- professionalism,
- ethical behaviour
- and interoperability of management consultancy,
- this standard is intended to enhance
- the effectiveness of the management consulting industry
- and accelerate the development of the profession.

Appropriate application of the standard enables MCSPs to provide better value for clients and reduce risk in management consultancy assignments.

The standard focuses only on the deliverables and outcomes. MCSPs are free to use their own methods and approaches.

Inform your clients that you deliver your management consultancy services according to ISO 20700!

Question	Answer
When will the standard be available?	The Standard has been published by June 1 st 2017
Will there be a certification against the standard?	NO
Can the consultant show that he is following the standard?	YES, CMC-Global will provide a check-list
How can the consultant show this?	“as provider of management consultancy services we deliver our services according to ISO 20700”
How can the standard be obtained?	From the Standard Institute, CMC Global is working on an agreement