



IMC PHILLY NEWSLETTER

IMC USA Philadelphia Chapter, 220 Commerce Drive, Suite 200, Fort Washington, PA 19034
www.imcusa.org lzeltner@relevante.com (215) 259-5101

Welcome to IMC Philly

By Fred Kaplan, President

The purpose of this newsletter is to provide specialized information to IMC Membership. Our mission is to provide that information to help you achieve the basic goals of the IMC, to get smart, get known, and get business.

The IMC Philadelphia chapter is dedicated to providing an ongoing program of events and activities designed to give you an edge up on the competition and to facilitate your ability to provide truly exemplary service to your clients.

Help us to help you by becoming active in our organization and by providing us feedback and guidance as to what will best serve your needs right now and going forward.

Each month we will feature here, a spotlight to recognize our members. This spotlight will hopefully give you a sense of what the real

INSIDE THIS ISSUE

Welcome to IMC Philly	1
Upcoming Events	1
Member Spotlight	2
CMC Member Spotlight	3
About IMC USA	4
CMC Certification	4
Membership Benefit Corner	5
January New Members	5
Board of Directors	5
Newsletter Committee and Contact Information	5

benefits are of IMC to your business practice. Let us know if it is working. We will also publish our calendar of upcoming events as well as any special events we find out about that are of particular importance to the consulting community.

Keep your eye focused here. Every month we may give you more information and insight that should be of real value to your success. Our motto should also become yours; Get Smart, Get Known, and Get Business.

Upcoming Events

ACTIVITY	LOCATION	DATE
Consulting Industry Outlook for 2010-2012: Institute of Management Consultants USA - Philadelphia Chapter	The DoubleTree Guest Suites Plymouth Meeting, PA	Jan 11, 2010 [Monday] 5:30 PM
Breakfast Buzz Session Institute of Management Consultants USA - Philadelphia Chapter	Plymouth Country Club Plymouth Meeting, PA	Feb 19, 2010 [Friday] 7:15 AM
Marketing Strategy in a Recovery Economy Institute of Management Consultants USA - Philadelphia Chapter	The DoubleTree Guest Suites Plymouth Meeting, PA	Mar 15, 2010 [Monday] 5:30 PM
Enlarging Your Business Institute of Management Consultants USA - Philadelphia Chapter	Plymouth Country Club Plymouth Meeting, PA	Apr 16, 2010 [Friday] 7:15 AM
Is There Value in Certification? Institute of Management Consultants USA - Philadelphia Chapter	Plymouth Country Club Plymouth Meeting, PA	May 14, 2010 [Friday] 7:15 AM

Member Spotlight

Greg Gast

This could be you. Each month we feature outstanding examples of our membership. Greg Gast, SPHR, has been working as an entrepreneur consultant since 1998 and a member of IMC since early 2009. He is a member of the Board of the Philadelphia Chapter. Greg is co-founder and principal of PROXUS, a successful Human Resources consultancy that provides organizational design and development services to private, public, institutional and non-profit organizations.

The following is the outcome of an interview with Greg and provides some perspective on his services and capabilities.

- ***What prompted you to join IMC?***

I wanted to expand beyond my specific practice area and become associated with an organization that focused on the professional practice and delivery of management consulting services.

- ***How many years were you in the management consulting profession before you decided to join our chapter?***

I started my HR management and consulting firm in 1998, but it wasn't until 2008 that I began attending IMC – Philly events, finally becoming a member in 2009.

- ***Can you comment on the value you receive from being a member of the IMC?***

IMC membership has benefited me and my firm in a number of ways. At the local chapter level, I have had the opportunity to associate with and learn from the experiences of other management consultants ranging from those who are just setting up their own practice to others who have been at it for over 20 years. These people have become resources for me when facing a unique business challenge as well as sources of business opportunities. Another benefit is that I get to hear about the approaches of consultants from practice areas other than my own such as sales, finance and engineering. Additionally, I get

“IMC Membership has given me an awareness of the actual impact we are having on our clients and a clearer sense of the value we provide.”



Greg Gast, Principal, PROXUS Human Resources Management and Consulting Services.

connected to all the services of the IMC national association. Their website provides a wide variety of educational programs and resources for consultants; it enables connections to other consultants nationwide and even links consultants with available work projects.

- ***What impact has membership made on your professional career or consulting practice?***

This may sound a bit strange, but the major impact was the realization that much of our Human Resource consulting activities truly fit the definition of management consulting services. This perceptual adjustment gave me a deeper awareness of the actual impact we were having on client organizations and a clearer sense of our value to their senior management teams.

I was very fortunate in my first year of membership to have the chance to join the Board of the IMC Philly chapter. This accelerated the development of my relationships with a number of key members as well as my exposure to alternative management consulting practices. Further, my partner Jeff Green and I were selected to make a presentation at this year's CONFAB event which is the IMC's annual national convention. This was a tremendous environment in which to speak to and hear from consultants across the country.

- ***What types of benefits or results do you expect to obtain from IMC over the next 12 months?***

I am looking forward to increasing my knowledge and expertise in the management consulting field through participation in Philly chapter events and national programs and connections. Building and expanding my relationships with other consultants both locally and nationally will be a natural outgrowth of my IMC involvement. I would also like to enable others to become associated with IMC because it will enrich the experience for all of us.

- ***What advice could you provide some one interested in becoming a member of IMC?***

First and foremost, expand your definition of who or what a management consultant is. They come from a wide variety of backgrounds, industries and experiences. Attend several Philly chapter events. Each one presents a different educational focus, but you will begin to develop connections with other members. Check out the IMC website – www.imcusa.org and note the depth of resources and range of networking opportunities.



Adam Moskow, CMC, President of Entrepreneurial Consulting, LLC, providing business planning, recruiting,

Adam is a Wharton School of Business honors graduate and a serial entrepreneur. He was publisher and part owner of a group of leading jewelry arts magazines and websites. In that role, he managed operations, marketing, negotiations, planning and P&L. He hired and directed a staff of 60, reduced costs, helped drive revenue up \$5 million, or 400%, increasing profits 6-fold. This led to the successful sale of that business.

Adam then bought half of a direct marketing customer acquisition firm, helped turn it around, landed it twice on the "Philly 100" for growth and profitably, then sold his interest. He then helped run an online advertising agency that twice made the "Philly 100" list. Seeing the need businesses had for professional business consulting services, he formed Entrepreneurial Consulting, LLC in 1999.

Adam teaches venture planning classes at the Wharton Small Business Development Center and leads the practice.

The following is the outcome of an interview with Adam and provides some perspective on his relationship with IMC.

- ***What prompted you to join IMC?***

I wanted recognition for myself and from others for the years I had spent in business and in consulting. Wanted to add respect to my practice and to the art of consulting and to differentiate from some who say they are consulting but aren't serious about it.

- ***How many years were you a member of IMC before you decided to obtain the CMC designation?***

One year. I quickly saw this as an added benefit from membership and worked toward it.

- ***Can you comment on the level of time and effort required to earn the CMC once you made the decision to pursue it?***

It took about 3 months to obtain and required a reasonable amount of effort. It was not onerous but was significant. It was thorough which made me proud to have been granted the CMC status.

- ***Can you also comment on the level of effort required***

CMC Member Spotlight

Adam Moskow

to maintain the CMC status?

Once every 3 years you have to complete the point chart to show you have maintained yourself in good standing and earned sufficient points by teaching, taking courses, continuing to consult, etc., a fair amount of work for such a distinction but not overwhelming.

- ***What value or benefits do you feel the CMC status has brought to your professional career in general and consulting practice specifically?***

The CMC status is a nice distinction when selling my services. It is hard to quantify the value but it is one more feather in my cap when meeting with prospects.

- ***How do you think the CMC designation will help you over the next 12 months?***

Over the next 12 months it will help me as I use the distinction in print and online ads I run, on my stationery, in emails and in introductory emails to clients when I explain the value Entrepreneurial Consulting and I bring to companies.

- ***What advice could you provide to someone considering the CMC about the time and effort or value associated with becoming a CMC?***

If you are serious about consulting and you intend for it to remain your livelihood, then it is a nice distinction to have. It elevates not only you and your practice but the profession we are all in. Please feel free to call or email me with any questions about becoming certified.

"CMC status is a nice distinction when selling my services."

About IMC USA

The mission of the Institute of Management Consultants USA is **to promote excellence and ethics in management consulting through certification, education and professional resources.**

IMC USA provides the only certification for individual management consultants in the US that conforms to the international standards of the International Council of Management Consulting Institutes. ICMCI sets global standards of technical competence and professional conduct for consultants in more than 40 nations.

IMC USA also provides, through national conferences, online resources, chapter events, and its diverse and experienced membership a full range of professional development opportunities. Finally, the collective talent and experience of the IMC USA network of consultants, many of whom are recognized experts in their disciplines or industries, provides a superior resource to help members increase value to their clients, enhance effectiveness of client organizations, and improve the quality of our communities.

IMC USA exists to enhance your capability and competitive positioning as you pursue business. Use these resources to plan and win deals



Certification

Certified Management Consultants (CMC®) provide management objective advice and assistance relating to the strategy, structure, management and operations of an organization in pursuit of its long-term purposes and objectives. Such assistance may include the identification of options with recommendations; the provision of an additional resources or the implementation of solutions. *Does this describe you?*

The International Council of Management Consulting Institutes (ICMCI) is the global association of national management consulting institutes. IMC USA certifies Certified Management Consultants (CMC®) through a rigorous process accredited by the International Council of Management Consulting Institutes. The "CMC®" behind your name is one way differentiate yourself from other consultants worldwide. CMC is the registered certification mark of IMC USA.

An IMC USA Professional Member in good standing may apply for the CMC®. There are three certification streams for qualified candidates:

Basic for consultants with 3 through 9 years of management consulting experience as independent or internal consultants with five satisfactory clients evaluations, and a Bachelor's degree or at least 5 years of work experience including 3 years of full time consulting plus significant professional education in management consulting. Pass a written and oral examination.

Experienced for consultants with 10 or more years as independent or internal consultants and otherwise meeting the Basic requirements. The scope of the written and oral examination may be reduced.

Management for high level managers with 20 or more years experience with at least 3 years of consulting with clients and accountability for successful completion of projects involving management consultants and otherwise meeting requirements of the Basic track. The scope of the written and oral examination may be reduced.

Membership Benefit Corner



Consultapalooza is a unique benefit of membership in IMC. It is the IMC version of Lollapalooza, a wide ranging music festival with exciting new genres and artists.

Like Lollapalooza brings you new music, IMC brings you the latest thinkers in management consulting and business, like Peter Block, Mike Bosworth, Jim Rodgers, Robert Schaeffer, Jagdish Seth, Mike Schultz, Alan Weiss, Jill Konrath and others, to be interviewed in a way you've never heard before on topics that have impact. These one-hour telecasts are available in both live and prerecorded formats.

Once registered, you will be notified of upcoming web events as well as other workshop opportunities. The web presentations are free to members. Just show up and login. If you miss the event you can download a recording later.

You may browse the library but need Consultapalooza login credentials to download documents (free to IMC

January New Members:

- Carl Valente
- Alan G. Weaver

Welcome!

Newsletter Committee:

- Editor: Michael Moore
- Committee Members
 - Michael Blumberg
 - Fred Kaplan
 - Mary Payne

USA members) Go to www.imcusa.org, select the IMC USA online store, and register for Consultapalooza. It's free, and you get the latest thinking from some of the leading authorities of today in the management consulting field.

Board of Directors:

- President: Fred Kaplan, Aspire Business Consulting, Inc.
- Treasurer: George Millward, Millward Consulting, LLC
- Secretary: Jon Oliver, Jon Oliver & Associates,
- Marketing: Michael Moore, Metric Business Associates, Inc.
- Webmaster: Tom Casey, Business Consulting Services
- Membership: Mary Payne, Payne & Associates
- Co-Chair, Certification: Michael Blumberg, Blumberg Advisory Group, Inc.
- Co-Chair, Certification: Ken Prager, IBM

Board Members at Large:

- William Angel, W. M. Angel & Associates
- Greg Gast, PROXUS, LLC
- Jack Musgrove, Aline
- John Roche

Administrative Contact

- Lisa Zeltner
c/o Relevante Consulting
1400 North Providence, Suite 402

IMC USA Philly
220 Commerce Drive
Suite 200
Fort Washington, PA 19034

Phone:
(215) 259-5101

Web:
www.imcusa.org

E-Mail:
lzeltner@relevante.com

Get Smart, Get Known, Get Business

We're on the Web!

Visit us at:

www.imcusa.org

Click Chapters on Left
Click Philadelphia

Our Next Event:

“Using Personality Type to Improve Sales Effectiveness and Team Performance”

A Breakfast Buzz Session
Friday, February 19, 2010, 7:15 AM
At the
Plymouth Meeting Country Club

(Go to www.imcusa.org and select
calendar to link to the registration page)



Philadelphia Chapter
220 Commerce Drive, Suite 200
Fort Washington, PA 19034

