



Reason for Being
+
Initiatives to Consider

Reason for Being

This Reason for Being is more than a ‘Mission Statement.’ It’s a very carefully worded declaration of our intent as an organization. Inside our Reason for Being is a formula for our future success. It tells us (and the rest of the world) what we do, for whom, and how they will be better.

Adopting this Reason for Being gives us a new competitive advantage. It means new kinds of revenue, a larger playing field, more opportunities, and higher odds of continued success.

We are not this organization today (2016), but we will be more this organization as every quarter goes by. It will take concentration, commitment, and hard work to change ourselves. However, the good news is we won’t have to change our values to get there. Those will remain the same. In fact, it’s our values that will help us create new value for our members—and for their clients.

*IMC USA exists to provide
a community platform
for independent consultants who work with management
to build their practices,
so they can deliver transformative value to their clients.*

This is our name.
What follows is what it means.

This is what we exist to do,
not what we do to exist.

IMC USA exists to provide

a community platform

Adds accelerated learning, visual practice, practice development and strategy, plus a shared services support model.

IMC USA members have their own practice, advise senior leaders, are wired to pay it forward, seek professional camaraderie, and resonate with IMC USA's values and ethics. Our members also seek commercial, discipline, and personal growth.

for independent consultants who work with management

to build their practices,

Our members value this outcome most: to develop a thriving practice (sooner than they would on their own) regardless of location.

so they can deliver transformative value to their clients.

This is the primary outcome of value we routinely deliver to members. Through our members, IMC USA touches tens of thousands of enterprises and affects billions in value each year.

This Reason for Being reflects our purpose and governs all we do.

Initiatives to Consider

*These initiatives are not checkbox items. Rather, they represent the **core set of capabilities** IMC USA must develop to continue to be relevant to its current and future members (and to their clients).*

Without an overhaul to the way things are run today, we risk being run over by the new world of work in the next few years.

The time is now to disrupt ourselves so that we can add more value exactly where it's needed.

Changing oneself isn't easy. Forced change is worse.

It's our duty to build a proper infrastructure for the next generation of independent consultants.

Not enough prospective members and prospective clients know our name and what it means. We need to **update our brand, on-line presence, employ professional PR, and create additional tools to improve awareness and spark connections.**

marketing

IMC USA exists to provide

a community platform

This is something we need to build (harvesting existing components, of course). Members need robust support around **Virtual Practice** and **Shared Services**.

To serve our members (and their clients) better, we must know them better. **Deeper profiles and more regular contact** are the starting points. We also need an **Ambassador's Program**.

for independent consultants who work with management

working

to build their practices,

IMC USA should offer (new) members: **Accelerated Learning** and expertise around **Practice Development** and **Growth Strategy**.

so they can deliver transformative value to their clients.

Not enough resources?
Let members **Tithe Some Time** so that *everyone* gets more of what they want.

It must be for prospective clients and member to **Find and Engage With Each Other**.

connecting

Initiatives to Consider

Marketing

*update the IMC USA **brand**
enhance **on-line presence**
improve **awareness**
introduce tools to spark **connections***

Working

*define, design and develop the **Community Platform**
start the **Virtual Practice**
begin **Shared Services**
build **accelerated learning** programs
capture/create assets around **Practice Development and Growth Strategy***

Connecting

*introduce a **Tithing** program for volunteer time
connect prospective clients and members*