

European

Professional

Personal

## Advantages of the IMCN

### 1. It empowers members

You get international image and coverage (www.imcn.biz and .eu, .ch/directory of members with "Profiles of the Member"). Each member promotes the IMCN in its market.

You are in fact part of a well established unique network of professional management consulting firms in the field of top management consulting (strategy, marketing, organisation development, change management, corporate culture, M&A etc.).

You have easy access to more and specific resources when needed.

All members fulfil high professional standards (being member of the national association or being certified and having passed the process to be registered as IMCN member successfully).

From the beginning in 1994 the vision of the IMCN has been promoted and respected by FEACO, the European Federation of the national management consulting associations. IMCN members adhere to the "FEACO Code of Professional Conduct".

You can present reliable partner firms abroad to your clients without having to bear running costs for it.

You may start ad-hoc bi- or multilateral business co-operation based on shared values and simple rules.

You will keep your (legal) independence.

### 2. It offers access to other markets and knowledge sharing

Members in other countries provide you with the required information.

Each member will share its knowledge and experience with you. On request each member annually provides the fee rates, key data and the latest developments and trends in its market to the network.

Each member yearly informs changes and status of the firm.

The members will give you a better sensitivity and awareness for varied national and regional cultures.

Members who have a client newsletter will send it to you on request.

### 3. It offers references, referred work and cross-border assignments

Members provide you and the network with references, client list and successful cases for promoting business development.

Members will contact you if they need support for their client.

Members will recommend you to clients and potential clients.

You have the opportunity to develop a joint proposal for a crossborder assignment or for shared target clients (e.g. based on mutual interest and mutual knowledge).

The IMCN can prove co-operation between independent firms from different countries, what makes the network also attractive for EU bids.

You may offer benchmarking opportunities to your client whenever appropriate.

Each assignment with two or more involved members has a leader.

### 4. Making friends abroad and challenging your personal development

You get to know better many interesting people and you enlarge the reach of your personal network.

You can develop valuable international relationships based on trust and shared values. You are encouraged to visit each member and if required to ask for use of the local facilities.

The annual meeting of the IMCN follows three targets:

1. Management and development of the network.
2. Professional and business development of members.
3. Trustbuilding.

You have the opportunity to send a second firm representative to the meetings together with the responsible partner.

The IMCN creates the opportunity to get experiences abroad.

You may join or establish an IMCN working group (usually based on a permanent issue and on multilateral co-operation) or an IMCN project (usually ad-hoc based on bi- or multilateral co-operation). Each working group/project has a defined leader and all members get reports.

Knowledge and experience sharing is a basic attitude within the network. Good team play is vital and means to be fair, reliable, helpful, transparent with colleagues, to inform openly and to show a good sense of tolerance and respect towards individual and cultural differences.

### 5. Low cost, no overheads

Simple network administration.

Low annual dues and cost transparency. The annual dues have to cover only the ongoing costs.

Members invest primarily their time.