

***Beyond talent:  
enhancing performance through certifications***

*c/o Hotel President – Hold utca 5, Budapest 1054*



an event organized by



■ ■ ■ 1987 - 2012

**Celebrating the 25<sup>th</sup> anniversary of ICMCI**

## **Beyond talent....**

Competition is increasingly global and organisations strive to innovate in designing new products and processes and accessing new markets. Raw talent is more than ever a key source of competitive advantage.

But talent alone is not enough. The development of that talent into competence is needed, and how well that is done makes the difference in performance between enterprises and organizations within both national and international markets. Excellence of performance among practitioners and managers leads to the recovery of effectiveness and efficiency in Public Administration services and private companies.

Development and recognition of competence through professional certifications based on academic courses, such as the MBA, are familiar. Beyond, there are other professional certifications that rigorously assess candidates in terms of their professional skills and competences, their ethical approach and practical experience. The demands of certification provide encouragement to the individual to develop their knowledge and skills, while the achievement of certification provides assurance to others of the competence of the individual.

Professional management consultants are increasingly perceived, by the main players as well as by international institutions, to be one of the key drivers supporting the growth of the economy both in developed and developing countries all over the world. Their success, however, depends not only on their competence, but also on the competence of those who use them. Client competence involves knowing how to choose consultants, how to work with them, what to expect and how to evaluate the results of professionals' work.

In this context, can standards and professional certifications for consultants provide an opportunity to accelerate performance in the market and the economy as a whole? Can they produce benefits for society at large, and if so, under what conditions? Or should we be more concerned with the competence of clients, requiring them to redefine their own approach, by adopting new rules, and introducing purchasing processes for professional service?

ICMCI – The International Council of Management Consulting Institutes - has invited some of the leading representatives of international public institutions as well as the private sector who are playing a key role in these developments, to debate these topics. The moment has come for a real discussion on this new and more than ever relevant topic. This meeting provides an unprecedented opportunity for engaging with this debate.

## Event Agenda

- 8:30 – 9:15 Registration
- 9:15 – 9:30 *Welcome and introductions*
- Mr Peter Csakvari, CMC**  
President 2010-2012 Association of Management Consultants Hungary
- Mr. Francesco D'Aprile, CMC**  
Chair of ICMCI
- Standards for professionals**
- 9:30 - 9:40 *Background and characteristics of EN 16114 Management Consultancy Services*
- Ms Ilse Ennsfeller, CMC**  
ICMCI Vice Chair , Chairperson CEN/TS381
- 9:40 - 10:00 *EN 16114: Management Consultancy Services – The first best practice*
- Ms. Alina Iatan**  
Programme Manager – Sustainability & Services – Standards at CEN, Brussels
- Backgrounds and perspectives of Professional Certifications**
- 10:00 - 10:20 *Benefits of creating a common approach to Innovation Management Consulting and to certification*
- Dr. Eva Diedrichs**  
Project Manager of IMP<sup>3</sup>rove, the European Commission, flagship project on Innovation Management support.
- 10:20 - 10:35 *Moving from reassurance to real development: how qualifications can contribute to the performance of individual consultants and to the benefit of organisations*
- Mr Calvert Markham, CMC**  
Chair of Professional Standard Committee of ICMCI
- 10:35 – 11:00 Coffee break
- Working with Certified Management Consultants**
- 11:00 - 11:20 *Rules and values coming from Professional consultants in supporting the growth of local economies*
- Ms Valeria Della Rosa**  
Principal Manager of BAS Programme. EBRD – European Bank for Reconstruction and Development
- 11:20 - 11:35 *The value of professional certifications for consulting firms*
- Mr Istvan Havas, CMC**  
CEO of Ernst & Young Hungary, Chairman of E&Y's Central and South Europe Board of Partners, Chairman of the American Chamber of Commerce in Hungary
- 11:35 – 11:50 *Why Global Consulting Firms should choose the CMC*
- Mr Richard Harris, CMC**  
Vice Chair of ICMCI, Senior partner with KPMG's Advisory practice in Canada
- 11:50 – 12:20 Roundtable discussion
- 12:20 – 12:30 *Conclusions*
- Mr Rob Wagenaar, CMC**  
Vice Chair of ICMCI

## Speakers

### ■ Peter Csakvari

Certified Management Consultant who serves as President of the Association of Management Consultants in Hungary. He has also been a practising consultant for 21 years - specializing in strategy, risk and acquisitions.

### ■ Francesco D'Aprile

Certified Management Consultant, Partner of P&D consulting, Francesco is engaged in projects related with the internationalisation of business, with a particular reference to the China. President of APCO – the Italian IMC from 2004 - 2009, he is currently Chair of ICMCI. Speaker in international forums in Europe and Asia, currently Francesco is Guest Lecturer c/o the School of Economy and Management of Tsinghua University of Beijing.

### ■ Ilse Ennsfellner

Certified Management Consultant, operating in the fields of Quality Management, Process Management, Relations Management and Project Management; Training and teaching at universities and universities of applied sciences; Chair of the Lower Austrian Professional Association of Management Consultants and IT; Vice Chair of ICMCI; Since 2008 Chair of the European CEN Project Committee "Management Consultancy Services". Member of the Economic Parliament of the Austrian Federal Economic Chamber.

### ■ Alina Iatan

Programme Manager within CEN and CENELEC for Services and Security standardisation and Secretary of Strategic Group on Services Standardisation. Alina is coordinating the standardization activities within specific sectors (ICT, security of citizens, services) to ensure the timely and efficient delivery of European Standards in response to market needs and also developing and maintaining effective relations with the relevant members of industry, trade associations, the EC, ICMCI, EFTA, and other interested parties in order to remain aware of market requirements.

### ■ Eva Diedrichs

Senior consultant at A.T. Kearney, Top Management consulting, based in Duesseldorf, Germany. She has successfully supported international corporations in their endeavour to drive innovation for willing competitive edge. Eva published articles and monographs on innovation management, benchmarking, change management and strategic topics. Project manager of "IMP<sup>3</sup> rove" – the European Commission flagship project on Innovation management support. "IMP<sup>3</sup> rove" will be established as a sustainable offering by the "IMP<sup>3</sup> rove" – European Innovation Management Academy.

### ■ Calvert Markham

Former President of the Institute of Management Consultants in the UK and has been a Vice Chairman of ICMCI since 2007. He is managing director of Elevation Learning, which trains consultants around the world, and is Professor in the practice of management consultancy at Cass Business School in London.

### ■ Valeria Della Rosa

Principal Manager of EBRD's Business Advisory Services (BAS) which is part of the Bank's Small Business Support Team. BAS enables micro small and medium sized enterprises (MSMEs) to access a diverse range of consulting services by facilitating projects with local consultants on a cost-sharing basis. At present, BAS has 600 ongoing projects and holds a database of 4200 local consultants all screened and approved by the local offices, who maintain a database of qualified consultants. Valeria is based in EBRD's Headquarters in London and is responsible for setting and implementing the programme's overall strategy and overseeing BAS activities across its countries of operations.

### ■ Istvan Havas

Certified Management Consultant; he is the Chief Executive of Ernst & Young Hungary and Chairman of Ernst & Young's Central and Southern Europe Board of Partners. Istvan also serves as Chairman of AmCham, the American Chamber of Commerce in Hungary.

### ■ Richard Harris

Certified Management Consultant, Senior Transactions and Restructuring partner with KPMG's Advisory practice in Canada. He has served two terms on the Board of the Canadian Association of Management Consultants and is a member of ICMCI's Executive Committee

### ■ Rob Wagenaar

Msc, Certified Management Consultant works as a management consultant since 1974. He established WagenaarHoes in 1987 and ODI Netherlands (now ASI Consulting) in 1990. Rob has been chairing the Dutch IMC (Ooa) from 2001 - 2007 and is a member of Excom ICMCI since 2007. He leads the breakthrough effort leant to bring ICMCI on a substantial higher level. His international practice is oriented to organisational change, boardroom consulting, executive coaching and training of professionals/consultants.

## Beyond talent: enhancing performance through certifications



**ICMCI • The International Council of Management Consulting Institutes** is the global association of national management consulting institutes from around the world. These national institutes administer, in accordance with world class standards, the international "CMC" certification Certified Management Consultant earned by individual professional management consultants. ICMCI, whom 51 nations from all continents adhere to, is the only NGO acknowledged by ONU in the Management Consulting.

**VTMSZ • Association of Management Consultants in Hungary**, VTMSZ joins and certifies those who in Hungary performs the activity of Management Consultant. . VTMSZ, representing Hungary in ICMCI , is the sole Organization enabled to release, in Hungary, the International Certification CMC - Certified Management Consultant - acknowledged in 51 nations of the world.

**CEN • European Committee for Standardization** is a business facilitator in Europe, removing trade barriers for European industry and consumers. Its mission is to foster the European economy in global trading, the welfare of European citizens and the environment. Through its services it provides a platform for the development of European Standards and other technical specifications. CEN is a major provider of European Standards and technical specifications. It is the only recognized European organization according to Directive 98/34/EC for the planning, drafting and adoption of European Standards in all areas of economic activity with the exception of electro technology (CENELEC) and telecommunication (ETSI). On Nov 2011 CEN published the EN16114 Standard, the first standard focused on Management Consulting Services.

**EBRD • European Bank for Reconstruction and Development** is the largest financial investor in their region of operations which stretches from central Europe and the Western Balkans to central Asia. With the ability and willingness to bear risk on behalf of their clients, EBRD helps their countries in the region to become open, market economies. EBRD is owned by 65 countries, the European Union and the European Investment Bank. They provide project financing for banks, industries and businesses, both new ventures and investments in existing companies. The Bank invests only in projects that could not otherwise attract financing on similar terms. For each project they finance, they assign a dedicated team of specialists with specific sectoral, regional, legal and environmental skills.

**IMP<sup>3</sup> rove** is the European Commission flagship project on Innovation management support. IMP<sup>3</sup> rove will be established as a sustainable offering by the IMP<sup>3</sup> rove – European Innovation Management Academy. This IMP<sup>3</sup> rove Academy will offer training for and certification of innovation management consultants and professionals rendering support services to companies to improve their innovation management performances.

**Ernst & Young** is a global leader in Assurance, Tax, Transactions and Advisory services. They aim to have a positive impact on businesses and markets, as well as on society as a whole. With 152,000 people, and their global focus on 14 Global Industry Sectors clients benefit from a market-leading global response to their specific needs. Ernst & Young is a globally recognized leader in knowledge management. They invest in developing processes and systems for their people to create, share and reuse their intellectual capital on a global scale, enabling them to efficiently deliver the most relevant insights for their clients.



Place

Hold utca 5, Budapest 1054  
Tel.: +36 1 373 8200

### How to reach us:

#### GPS coordinates

Latitude/Longitude: 47.503461, 19.051709

#### Approach

The Hotel is situated in Hold street, only at a few minutes walk from Arany János street and from Kossuth square. But you easily can reach from any part of the town by underground M2 or M3.

#### By car

Coming from Wien or from the Lake Balaton on the highway, across Erzsébet bridge, than turn to the right at the first possibility, than on Belgrad embankment straight to the Sofitel Atrium Budapest Hotel, than on József Attila street, after about 600 meter at the third traffic lamp turn to the left on the Bajcsy Zsilinszky street. At Bajcsy Zsilinszky street also at the third traffic lamp turn to the left into the Bank street. 200 meters from the corner is the Hold street.

#### By public transport

From the airport by bus number 200 to Kőbánya Kispest. From there by underground to Arany János street.