

2009 Management Consultants Certification

BUSINESS DEVELOPMENT AND SUSTAINABILITY

Saturday, October 17th, 2009

The Westin Edmonton Hotel

Edmonton, Alberta



CMC | ALBERTA

CERTIFIED MANAGEMENT CONSULTANTS
cmc-canada.ca/event_details

AGENDA

Friday, October 16

- 1:00 pm CMC Alberta Board Meeting and AGM
- 6:00 pm Dinner & Networking Social

Saturday, October 17

- 8:00 am Conference Intro and Outline
- 9:00 am Breakout Sessions
- 12:00 pm Featured Luncheon Speaker
- 1:00 pm Keynote Speaker
- 3:30 pm Panel Discussion

**LIMITED SPACE
AVAILABLE,
REGISTER NOW!**

1 888.268.1148
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Today's economic environment is causing all businesses to re-think how to successfully develop profitable business and maintain and grow market share.

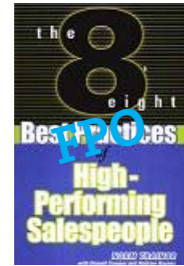
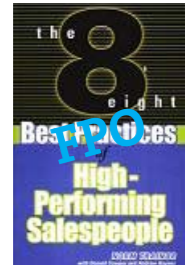
This conference will provide both strategic ideas and a systematic approach for management consultants to survive and prosper in an increasingly competitive market. Learn from our lively panel how **CMCs can effectively differentiate themselves** from other consultants and communicate this value to prospective clients. And keynote speaker Norm Trainor, author of the best-selling book, *The 8 Best Practices of High-Performing Salespeople*, will share his expertise.



Norm Trainor

KEYNOTE SPEAKER

Author of the National Post's 1999 #1 business book in Canada: *"The 8 Best Practices of High-Performance Salespeople"* and the recently published book: *"The Entrepreneurial Journey: A Handbook For Building Your Business"*



In this session attendees will learn innovative ways to grow market share and increase productivity by improving the practice development capability of their owners, managers, advisors and agents. Discover opportunities to align your interests with those of your partners, in bringing products and services to the end-user consumer. Norm will walk participants through a five-step program to Redefine Performance; steps include: Mindset, Target, Engage, Commit & Expand. This systems approach involve processes that are highly transferable and customizable to any business.

Norm Trainor is the founder and CEO of The Covenant Group. In 1975, Norm was selected by Wilson Learning Corporation to set up and organize Wilson Learning Canada. As Managing Director, he grew the new organization to 33 employees in

just eight years. Norm began his career in the life insurance business, qualifying for the National Quality Award (NQA) and the Chartered Life Underwriter (CLU) designation. His academic background includes a BA with Honours in Psychology and post-graduate courses in Psychology and the Behavioural Sciences.

YOU WILL LEARN:

The Covenant Group's approach to practice development is a systems approach, which helps financial advisors develop and integrate the five phases of our Business Builder model into their own businesses. Norm will elaborate on the following critical elements: Mindset, Target, Engage, Commit and Expand.

PANEL DISCUSSION

How can we differentiate CMC's from other consultants in the marketplace and communicate this value to existing members, prospective members and clients?



Norm Trainor: is the founder and CEO of the Covenant Group. He is an international speaker, the author of the best-selling book, *The 9 Best Practices of High-Performing Sales People*, and *The Entrepreneurial Journey: A Handbook For Building Your Business*, as well as a consultant to organizations around the world. Norm has written over 300 articles for various leading publications in North America and internationally.



Roy Suddaby: an associate professor at the Alberta School of Business in the Department of Strategic Management and Organization. Professor Suddaby has consulted to a variety of Fortune 500 corporations as well as leading professional firms in law, accounting and management consulting. His research has been published in *Administrative Science Quarterly*, *The Academy of Management Journal*, *The Journal of Organizational Behaviour*, *Accounting, Organizations and Society* and *Human Relations*.



David Wartman: is a founder and Co-Managing Partner of Legacy Executive Search Partners (Alberta) Inc. He has spent 25 years as a Senior Corporate Executive and Management Consultant working in Saskatchewan, Ontario and Alberta. In both his corporate and consulting roles, David has provided active support to corporate clients related to organizational strategy and to their human resource challenges including executive search, compensation, and organizational effectiveness.



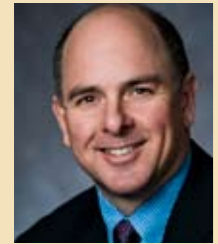
Stephen Spooner: is the Business Unit Leader of KPMG's Advisory Services practice in Western Canada with responsibility for providing advisory services to clients in B.C., Alberta, Saskatchewan and Manitoba. Stephen practices in the Performance & Technology service line and has over thirty years of experience providing service to major corporations and public sector entities with an emphasis on energy, utilities and telecommunications industry sectors.



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BREAKOUT SESSION "Tips from the top: concurrent breakout session"

The Importance of "sustainability" to leading organizations.



Doug McNamara

YOU WILL LEARN:

- The value of this topic in different contexts, ie. business, government and other organizations
- Tactics used by senior leaders and their consultants to tackle "sustainability" in all its complexity
- Innovative ways to build to value for your enterprise and find robust adaptability and security for the future

Short Bio: Doug McNamara specializes in strategy formulation and implementation, wilderness/high risk environments, organizational leadership, branding and sales/marketing/service development. Doug is currently the President and CEO of Banff Executive Leadership Inc and has successfully led new business unit start-ups, down-sizing/turnarounds and restructuring/transformations

Provide a platform for organizational success with Global Quality Frameworks.



Dawn Ringrose

YOU WILL LEARN:

- About leading edge frameworks in Canada, US, Australia and Europe.
- Framework tactics that will complement other management systems such as ISO 9000, Balanced Scorecard, Lean Enterprise and Six Sigma.
- Innovative ways to incorporate frameworks into other organizational initiatives such as health, wellness, safety and environment all under the same umbrella.

Short Bio: Dawn Ringrose has worked as a consultant to management with both large international firms and her own firm. She specializes in quality management systems and has worked with a wide variety of clients across industry sectors.

Business Development Consulting is critical to sustainability.



Cal Harrison

YOU WILL LEARN:

- Innovative ways to improve profit margin through reduced sales costs and increased rates
- A fresh approach to increasing employee attraction, retention and profitability
- Procurement methods that will reduce the massive waste of resources created by current RFP processes.
- New procedures to help define strategic approaches into new markets and sectors.

Short Bio: Cal Harrison is the president of Beyond Referrals, one of North America's leading advisory firms to vendors and buyers of consulting firms. Cal has been a guest speaker at dozens of consulting events and has helped consultants adopt more efficient and accurate ways of selecting consultant service providers.

Featured luncheon speaker

"Build a Championship Dynasty!"



Tom Trifaux will lead this short-session and teach you how to leverage the basic skill fundamentals of business in order to build a championship organization. Tom will provide a high-impact session exploring opportunities to educated and teach valuable skills to new recruits, up-and-comers and veterans. With over 25 years work experience in the organizational development field, you will learn a fresh approach to build a championship dynasty!

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TICKETS ARE \$ **495**

Group rates are also available

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for more information and
to register!

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EARLY BIRD SPECIAL!

Register by Sept 15th for the
low price of \$ **000**

CONTACT INFORMATION

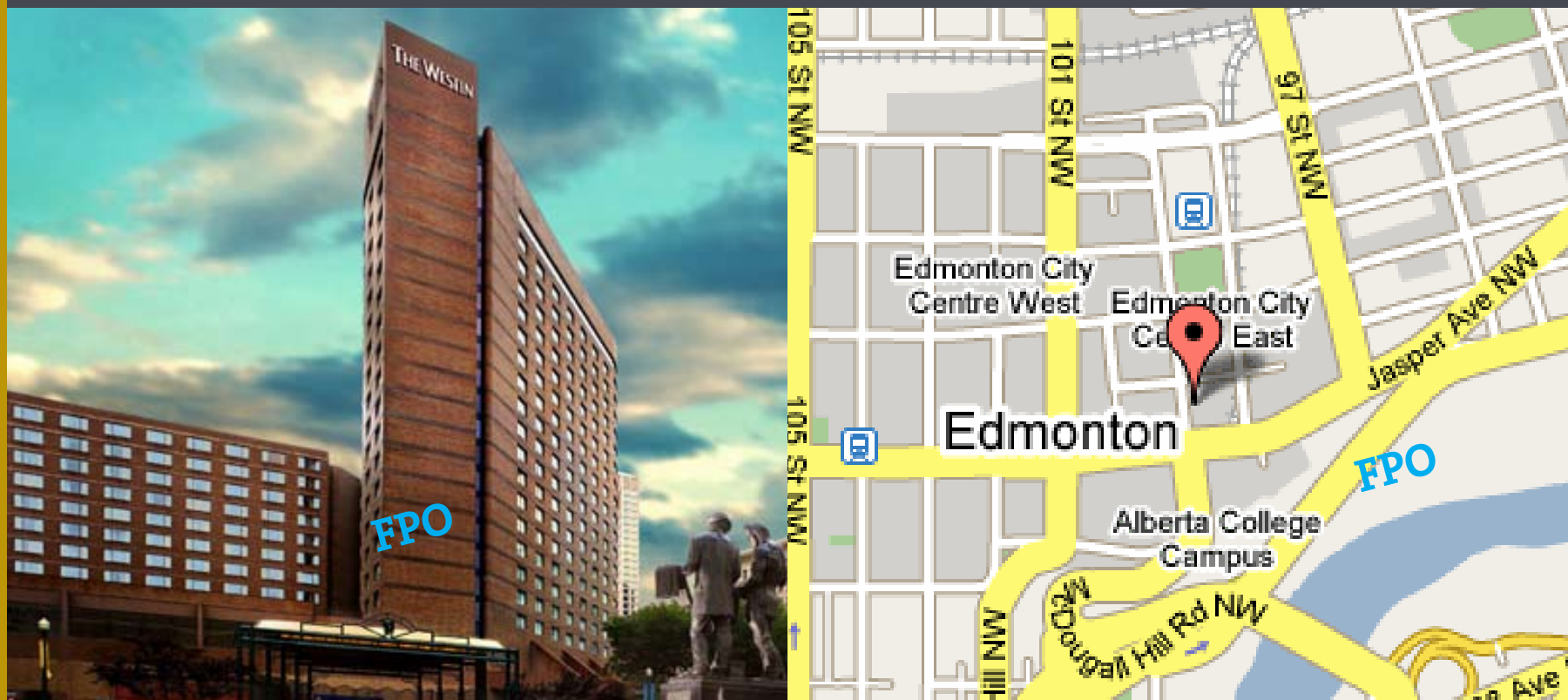
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