

Certified Management Consultant

There are more than 30,000 trainers, how can you stand out from the rest?
Do you want to unleash your training and teaching potential into the consulting world?

Introduction

A lot of people have heard of consultancy, yet hardly anyone knows what consultants do! We can observe the number of consultants has been increasing yearly. Even some fresh graduates of master degree now claim themselves as consultants. Unfortunately, some of these consultants do not even know the fundamentals of consultancy. In reality, senior management in an organisation also plays their roles as professional consultants within the organisation. This certified program starts with consulting in perspective. Then, it would focus on the consulting process. This training ends with the preparation of participants with consulting in various areas of management. Participants would be exposed to various consultancy tools and consultancy techniques. At the same time, participants would learn the method of how to prepare the consultancy report to organisations for improvement. This certified program is the first ever program that would continue to support the participants for a year after the completion of the program.

Program Objectives

This program aims to

- Expose to participants with the consulting industry
- Prepare participants to conduct a consulting project
- Equip participants with essential skills for consulting projects

Learning Outcomes

After completing this certified program, participants should be able to

- Appreciate and understand in-depth of the consulting industry
- Conduct consulting projects independently
- Prepare a report to assist the client to improve their productivity

Who should attend?

Middle management and senior management anyone who has interest in management consulting

Methodology

CERT0003 Certified Management Consultant

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Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Nature and Purpose of Consulting</p> <p>In this module, participants would learn the concept of consultation and why consultants are used in the market. In addition, participants would be exposed to the consulting process.</p> <p>The Consulting Industry</p> <p>This module shares the current consulting scene and the range of services provided. Participants would learn the types of consulting organisation, the role of internal consultants and the relationship between research, consultation and research.</p>
10.30am-11.00am	Morning Break and Networking
11.00am-1.00pm	<p>The Consultant-client Relationship</p> <p>Participants would learn the client and the consultant systems, the critical dimensions of the consultant-client relationship. In addition, participants would learn the fundamentals of methods of influencing the client system and counselling and coaching as tools of consulting.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Consulting, Change and Culture</p> <p>This module focuses on change, and how organisations approach change, gaining support for change, various methods for managing conflicts and structural arrangements and interventions for assisting change. In addition, this module helps participants to understand and respect culture, level of culture and method to face culture in consulting assignments.</p>
3.30pm-4.00pm	Tea Break and Networking
4.00pm-5.00pm	<p>Professionalism and Ethics in Consulting</p> <p>This module discusses the professional approach in consulting and legal liability and professional responsibility.</p>
Time	Day Two
9.00am– 10.30am	The Consulting Process: Entry

	Participants would learn the method for the initial contacts, how to do preliminary problem diagnosis, the term of reference, assignment strategy and plan, methods to prepare proposals to the clients and the preparation of the consulting contract.
10.30am-11.00am	Morning Break and Networking
11.00am-1.00pm	<p>The Consulting Process: Diagnosis</p> <p>In this module, participants would learn the conceptual framework for diagnosis, diagnosing purposes and problems, defining necessary facts and sources and ways of obtaining facts, data analysis and feedback to the clients during diagnosis.</p>
1.00pm-2.00pm	Lunch and Networking
2.00pm-3.30pm	<p>The Consulting Process: Action Planning</p> <p>Participants would learn methods to search for possible solutions, developing and evaluating alternatives and methods to present an action proposal to the clients.</p>
3.30pm-4.00pm	Tea Break and Networking
4.00pm-5.00pm	<p>The Consulting Process: Implementation</p> <p>It is essential for consultants to know the role in implementation. At the same time, participants would pick up the skills in planning and monitoring the implementation, training and developing the clients' staffs and tactical guidelines for introducing changes in work methods.</p> <p>The Consulting Process: Termination</p> <p>This module shares the method for setting the time of withdrawal from a consultative process. Then, participants learn the methods to evaluate and follow up with the consultation process. Furthermore, participants would learn how to prepare for a final report for a consulting project.</p>
Time	Day Three
9.00am–10.30am	<p>Consulting with General and Strategic Management</p> <p>This is the fundamental area in the consultancy industry. It covers the nature of consulting in corporate strategy and general management. In</p>

	<p>addition, corporate strategy, process, system and structure are shared in this module. In addition, participants would learn the requirements of corporate culture and management style, and governance and consultation for corporate governance and integrity are shared in this module.</p> <p>Consulting in Human Potential Management</p> <p>Participants would be exposed to the changing nature of the personnel functions, policies, practices and human resource audit. In addition, participants would be exposed to human potential planning, recruitment and selection, motivation and remuneration, human resource development, and industrial relation issues consultation.</p>
10.30am-11.00am	Morning Break and Networking
11.00am-12.00pm	<p>Consulting in Productivity and Performance Improvement</p> <p>Participants are being exposed to the shifts in productivity concepts, factors and conditions. In addition, participants would be able to conduct productivity and performance measures, design and implement productivity and performance improvement programs. Participants would learn tools and techniques for production improvement.</p>
1.00pm-2.00pm	Lunch and Networking
2.00pm-3.30pm	<p>Consulting in Marketing</p> <p>Participants would learn the marketing strategy level, marketing operations, commercial enterprises. In addition, price strategy, product strategy, the promotional strategy would be revisited in this module, particularly in consulting perspectives.</p>
3.30pm-4.00pm	Tea Break and Networking
4.00pm-5.00pm	<p>Consulting in Other Business Environment</p> <p>Participants would be exposed to fundamentals of other consultation areas such as consulting in information technology, consulting in financial management, consulting in quality management, consulting in company transformation, consulting in social role and responsibility of business, consulting in e-business, consulting in operation management, consulting in knowledge and management.</p>

Time	Day Four
9.00am–10.30am	<p>Consulting with the Public Sector</p> <p>In this module, participants would understand the public sector environment and the method of how to work with public sector clients throughout the consulting cycle. In addition, participants would learn the challenges when conducting a consulting job with the government.</p>
10.30am-11.00am	Morning Break and Networking
12.00pm-1.00pm	<p>Management Audit for Consultancy Services</p> <p>Participants would learn the principle in auditing for public sectors, including economy, efficiency, effectiveness and equity. Participants would learn the concern of the public sectors in getting consultants to solve issues in economy, efficiency, effectiveness and equity.</p>
1.00pm-2.00pm	Lunch and Networking
2.00pm-3.30pm	<p>Management Audit for Consultancy Services</p> <p>Participants would learn the concern of the public sectors in getting consultants to solve issues in economy, efficiency, effectiveness and equity.</p>
3.30pm-4.00pm	Tea Break and Networking
4.00pm-5.00pm	<p>Presentation and Certification Process in Consultation</p> <p>Participants would need to present the selected consultancy proposal and the method to conduct the consultation process. Participants would be evaluated during this process.</p>