

Newsletter – October 2013



President - Phil Guerin

Some words from the President

IMC has a role to play in promoting the benefits of using experienced management consultants. As part of that role I recently worked with some other professional associations to provide some feedback to the Minister of Economic Development on the recent All of Government approach to market for consulting services. You can read the full text of the letter on the Downloads section of the IMC website www.imcnz.org.

The key point from our point of view is that consultants can engage in a broad range of ways to add value and that any engagement should be based on utilising the skills of the consultant rather than pre-empting their advice with standard, commoditised approaches to market. There needs to be an opportunity for a Consultant to be involved in problem definition and designing the most appropriate intervention. I would love to hear your views on the subject. Please use the discussion board on the IMC New Zealand LinkedIn group.

Recent Events

Auckland



Terry Hoskins as MC running the discussion points



Phil Clauzel, JLT, introduces the insurance aspect

July – ‘Reducing the Occupational Risk of Consulting’ in conjunction with our Gold Sponsors, JLT, plus Vero Insurance. This session was very interactive with input not only from JLT and Vero from an insurance perspective but a wealth of input from active consultants.

Consulting is a risky occupation. You can so easily get it wrong, disgruntled people can set about you and put severe crimps in your career – if you are not careful. A number of questions with an insurance bias were put to the combined panel and attendees with some exceptionally valuable outcomes. As a result this session will be replicated by JLT and Vero in **Wellington on 14 November**.

As with the Auckland session, questions and points of discussion will be requested in advance.

Primary points:

- **Document everything!** It is not unusual for a management consultant to be set up as the scapegoat for a management team who does not actually want a project to be successful. Documenting as much as possible is the greatest form of protection. All verbal discussions should be noted and ideally followed up with an email confirming the content of the conversation.
- A good set of **Terms of Trade** is important as they define the limits of your liability (as well as making debt collection easier). One of the issues which arose was the long tail on liability claims. It is not possible to contract out of common law, but it is possible to **limit the period of liability to a set time frame**. For instance rather than having an unlimited tail your terms of trade could include a liability clause where it is limited to the period during which the contract is being completed, or perhaps 1 year after contract completion. This is especially valuable where the limit of liability under the contract is \$10-\$20 million and you are paying for the run-off cover over a period of perhaps 7 years under the average statute of limitations. And remember that if you are paying for insurance (especially for expensive higher limits) it should be **included in your pricing structure**.

It is important to always note however that you can not contract out of Statutory Liability under parliamentary Acts and the applicable statute of limitations.

- It is important to understand the unique nature of Professional Indemnity Insurance. For a claim to be valid under the insurance policy there are certain boxes that must be ticked.
 - 1) Cover is in place at the time of the **work being undertaken**.
 - 2) Cover is in place at the time that (you become aware of a circumstance that could give rise to a claim and a notification is made to the insurer)

There may be a considerable gap of several years between these 2 dates. Therefore it is critically important that Professional Indemnity be in place as a continual part of your management consulting practice, as gaps in purchasing insurance will lead to gaps in cover.

For instance if you purchase Professional Indemnity insurance because your client is demanding it as a condition of the contract, then you cancel the cover once the contract is over, you have in reality simply purchased the right to undertake the work. If a claim is made a year or so later and there is no uninterrupted insurance cover then you have no insurance for that claim.

It is also vital that when changing insurance companies your new policy contains a **retroactive date** (date when cover under your previous policy commenced) that mirrors your previous policy. This will ensure your new policy responds to back work undertaken from the retroactive date onwards.

Our thanks to JLT as hosts and panellists, Vero for their valuable case studies and technical support and to all who attended and contributed to this valuable session.



August – Ann Andrews (well known author and trainer), spoke on ‘Doing Business in Times of Drastic Change’ and the 5 ‘E’s of Efficiency - being efficiency, effectiveness, energy, entrepreneurship and being E-savvy. All this with the aim of remaining employed **and** employable in changing times along with getting best possible outcomes when dealing with people.

Ann gave some excellent examples of how a few simple techniques can really get results for management consultants and some commonly made mistakes that we can avoid.

Wellington

July - Chris O’Brien addressed a small, but engaged audience to talk about Capability Maturity Model Integration, specifically in the context of his certification from Carnegie Mellon Software Engineering Institute (SEI). Maturity models are familiar to most consultants, but Chris examined the application of using maturity models in developing an organisation’s processes. This was naturally a quick overview of CMMI (Chris billed it as speed dating) but he made supporting material available from his presentation.

All attendees were impressed with the practicality of his approach. It’s not an aim to achieve the highest ratings on each measure, but to set targets appropriate to the organisation and its goals. A thoroughly useful session, unfortunately competing with an MBA event involving other CMCs that evening.

(Stephen Timberley, CMC)

September – Paul Reynolds, Secretary of Environment -



The September Wellington IMC was lucky to have Dr Paul Reynolds, the Secretary for the Environment as its speaker. Dr Reynolds was not only an entertaining speaker, but also very interesting as he talked about the new paradigm he instigated for co-operative development of strategies and policies within the Natural Resources Sector. It was very interesting to hear how major progress can be made when bureaucratic divisions are set aside in favour of a co-located team based approach.

Dr Reynolds spoke about the challenges of the traditional model of public sector policy development and how much more difficult it is to dismiss the views of people when you sit next to them and eat with them and get to know them as people. There are plenty of challenges ahead but some positive signs too.

Dr Reynolds enlightening talk was followed by some robust questioning.

(Ian Abrahams, CMC/Fellow)

New Members

Congratulations and welcome to welcome new members to the IMCNZ fold:

- Jane Farley (CMC)
- Ann Andrews (Affiliate)
- Paul Burbidge (Affiliate)
- Steven Xue (Affiliate)
- Garry Jamieson (Affiliate)



Jane Farley accepts her CMC certificate from Terry Hoskins (Vice-President)



Steven Xue (left) accepts his Affiliate certificate from Terry Hoskins



Garry Jamieson accepts his CMC certificate from
Terry Hoskins

Technology Tips – ‘Are you wasting your money owning a smartphone?’ – Debbie Mayo-Smith

I say an emphatic yes. Let me explain.

With most of my speaking and training engagements, I cover the topic of smartphones, tablets, mobility. I survey and question. I tabulate results. First of all, from a recent survey of my newsletter readership, almost 600 business people responded to my question of what phone they have. Nine out of ten had a smartphone.

These are the results (NZ and Australia combined). As you can see, iPhone and Android phones have the bulk of the business market at 81%.

- Blackberry 3.19%
- iPhone 41.84%
- Not a smartphone 10.64%
- Other 2.84%
- Smartphone Android 38.83%
- Windows 2.66%

Next from over a year of conversations and surveys in many industries and job types, I can say with knowledge most business people are using their smartphones simply. Just for calls, texts, emails, internet browsing and basic camera.

However when it comes down to it – the treasure of productivity, money and time savings can be laid not just there, but in the lap of the apps. That's what is great about the phone. It's the apps. For those that don't know this is applications, little programs you can download – most are free or inexpensive. While I would never claim to be very tech savvy (my husband literally has hundreds of apps, my iPhone screen is barren comparatively), I thought you might be interested in how I used my smartphone over the past three weeks while on a business trip to the US. Do you use your phone to answer similar needs?

- Viber (free) to telephone and send/ receive pictures to my husband in Scandinavia (Steve's on a biking trip); the kids at home
- Skype – free computer calls, low cost phone and mobile calls - to telephone clients.
- My fitness pal -to find out the calories in meals from several restaurants and try to keep a mental track of calories consumed so as not to go too overboard
- Maps with me – free maps which use your phones' GPS rather than mobile bandwidth. I used it to navigate and find my way around Chicago. You download countries (or states).

- Camera, video. Aside from the normal scenery/people shots. I took screen shots of presentations I participated in. Testimonials (live) of my presentation in Chicago. Photos of maps / directions. Photos of things I needed to remember.
- Audio Overdrive – this is a free audio book player you download to listen to audiobooks you take out of the library. Before I left Auckland I borrowed a few online from the Auckland library.
- AirNz mpass – free travel app from AirNZ. It keeps all your flight details. Use it to scan instead of the ticket.
- Tripit –Free travel app. The rest of my reservations and flights I keep in Tripit. You can allow it to read your email and pick up your travel or alternatively and what I do, when you receive by email an itinerary or confirmation you can forward it to trips@tripit.com and it will automatically put it into your account. Updates and changes are automatically loaded.
- Camcard – an inexpensive card reader (\$4.00). The 50 plus business cards I was handed were scanned during down time at night. The entire list from the phone I then emailed to myself to add into my Access database (there are other business card readers that are free – but the info is trapped on your phone).
- Facebook updates and photos to keep friends and family posted with interesting items while abroad
- Google calendar – because I am not on a networked work server, I have migrated all my appointments, engagements to Google calendar where I can access it from any device and anywhere instead of being tied to my laptop. By the way the new Office 365 gives you this capacity too. I haven't migrated yet.
- Gmail –Again like Google Calendar, not having my phone linked directly to Outlook, we map my company emails to Gmail so it picks up EVERYTHING. Again access to all the business correspondence 24/7 from any device, anywhere.
- Chrome – I favour this web browser over Safari for searching because you can go incognito (not have your searching detected) but more importantly you can type your search directly in the browser instead of having the side Google search box.
- Alarm clock – on the phone instead of carrying extra weight
- Weather – to check on what to bring, what to wear
- Dropbox – free file sharing. Very, very useful. I used it as backups for presentations. To allow different groups to access and download the different videos I used for their presentations. I stored a lot of files I thought I might need while away that was on the main office computer. I also kept copies of all flight itineraries, passport, tickets etc. for the just in case.
- NZ Herald, BBC News, CNN – to keep abreast of what was happening at home and abroad.

Written by [Debbie Mayo-Smith http://www.successis.co.nz](http://www.successis.co.nz) , one of New Zealand's most in-demand speakers, trainers and bestselling authors. Debbie works with companies that want more effective staff. For more tips and business ideas sign up for her free monthly newsletter <http://www.successis.co.nz/newsletternz.html>

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