

MC Categorization Model adopted by CMC-GI

ID	MAJOR PRACTICE AREA	PRACTICE AREA DESCRIPTION	AREA OF SPECIALIZATION	SPECIALIZATION DESCRIPTION
01	Strategy Consulting	<p>Focuses on high-level, long-term strategic planning and decision-making. The term Strategy Consultant is used to describe consultants who operate at the highest level of the consultancy market, with focus on strategic topics like corporate and organisational strategy, economic policy, government policy and functional strategy. For this reason, strategy consultants generally carry out work assigned by top managers, like CxOs, directors and senior managers. Seeing that the nature of strategy consulting differs from the other more implementation and operational driven areas, strategy consultants generally have a different profile than their peers. Their focus lies more on quantitative/analytics skills, and their job description revolves more around giving advice than overseeing implementation.</p>	Corporate strategy	<p>Corporate Strategy Consulting involves guiding organizations in the development and implementation of high-level strategic decisions that shape the overall direction and success of the company. It encompasses a wide range of activities, including defining corporate vision and mission, setting long-term goals, and determining the optimal allocation of resources to achieve these objectives. Corporate strategy consultants analyze market trends, identify opportunities for growth and competitive advantage, and advise on mergers, acquisitions, and divestitures. They also assist in navigating complex business environments and adapting to change, ensuring that the corporate strategy aligns with the ever-evolving market conditions and stakeholder expectations. This specialty is crucial for organizations seeking to maintain sustainability, achieve significant growth, and ensure long-term success in their respective industries.</p>
02	Strategy Consulting	<p>Focuses on high-level, long-term strategic planning and decision-making. The term Strategy Consultant is used to describe consultants who operate at the highest level of the consultancy market, with focus on strategic topics like corporate and organisational strategy, economic policy, government policy and functional strategy. For this reason, strategy consultants generally carry out work assigned by top managers, like CxOs, directors and senior managers. Seeing that the nature of strategy consulting differs from the other more implementation and operational driven areas, strategy consultants generally have a different profile than their peers. Their focus lies more on quantitative/analytics skills, and their job description revolves more around giving advice than overseeing implementation.</p>	Mergers and acquisitions	<p>Mergers and Acquisitions (M&A) Consulting is a specialized area within corporate strategy that focuses on advising companies on the buying, selling, dividing, and combining of different companies and similar entities. M&A consultants guide clients through the complex landscape of mergers and acquisitions, helping them identify potential acquisition targets or merger partners, perform due diligence, and navigate the financial, legal, and regulatory aspects of M&A transactions. This type of consulting is crucial for organizations looking to grow, diversify, or gain a competitive edge through strategic acquisitions or mergers. Consultants in this field use their expertise in finance, valuation, market analysis, and negotiation to ensure that M&A activities align with the client's</p>

				overall strategic objectives, enhance shareholder value, and contribute to long-term corporate growth. They also provide post-merger integration support to ensure a smooth transition and realization of synergies.
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06	Operations Consulting	<p>Aims to improve efficiency and effectiveness of business operations. Operations consultants are consultants who help clients improve the performance of their operations. Consultancy activities in this segment vary from advisory services to hands-on implementation support, for both primary functions (e.g. Sales, Marketing, Production, etc.) as secondary functions (e.g. Finance, HR, Supply Chain, ICT, Legal, etc.). Operations Consultants form the largest segment within the advisory branch, and the majority of consultants are active within one of the many underlying operating areas. Seeing as the operations is often associated with the strategy and technology side of a company, active operations consultants regularly work side by side with experts from these domains.</p>	Supply chain optimization	<p>Supply Chain Optimization Consulting focuses on enhancing the efficiency and effectiveness of an organization's supply chain. This specialized service involves analyzing and improving various components of the supply chain, from procurement and production to distribution and logistics. Consultants in this area employ a variety of methods to identify bottlenecks, reduce costs, and streamline operations, thereby improving overall supply chain performance. They might implement strategies like just-in-time inventory, lean manufacturing, or advanced planning and scheduling systems. The goal is to create a more responsive and agile supply chain that can adapt to market changes, reduce lead times, and meet customer demands more effectively. By optimizing the supply chain, consultants help businesses minimize waste, reduce excess inventory, and lower operational costs, leading to increased profitability and competitiveness. This service is crucial for organizations looking to navigate the challenges of global trade, fluctuating market demands, and increasingly complex logistics networks.</p>
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		<p>operations consultants regularly work side by side with experts from these domains.</p>		<p>systematically determining and addressing the most significant limiting factor (constraint) that stands in the way of achieving a goal. By applying these methodologies, consultants help organizations optimize their processes, leading to significant improvements in productivity, customer satisfaction, operational speed, and overall business performance. This specialized consulting is essential for companies seeking to thrive in competitive markets by continuously improving their operations.</p>
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				maintaining alignment with global standards like ISO 20700.
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				efforts are successful, sustainable, and aligned with the organization's long-term goals.
10	HR Consulting	Specializes in human resources management and development. HR consultants help clients with human capital questions within their organisations and / or with improving the performance of the HR department. Chief topics central to the job description of HR consultants are, among others, organisational changes, change management, terms of employment, learning & development, talent management and retirement. HR consultants are also brought in by organisations to help transform the business culture within their organisation, or transform their HR department, which includes changes in the area of organisational design, processes and systems, among others. HR consulting forms, together with strategy consulting, the two smallest segments of the consultancy industry, and the number of consultants active in this domain is, therefore, lower than those in other parts of the industry.	Talent acquisition and development	Talent Acquisition and Development Consulting is a critical service focused on optimizing the processes of attracting, hiring, and nurturing talent within organizations. This area of consulting extends beyond traditional recruitment; it involves strategizing to identify and attract top talent, aligning recruitment practices with organizational goals, and developing programs for ongoing talent development. Consultants in this field help organizations to establish effective talent pipelines, leverage employer branding, and use innovative sourcing strategies. They also assist in creating robust onboarding experiences and designing training and development programs that address skill gaps, promote professional growth, and prepare employees for future roles. The goal is to ensure that the organization not only brings in individuals with the right skills and cultural fit but also retains and develops these talents to drive long-term business success and adaptability in a dynamic marketplace.

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