



A **HIGHER LEVEL** of
management consulting

BRITISH COLUMBIA

SEPTEMBER 2015



CMC-BC President's Message

By Lyn Blanchard

As the summer days are getting longer, it is a harbinger that fall is around the corner. Oh what a summer we have had and it is sad to leave it behind. Nevertheless, there is much to look forward to in the months ahead.

Your council has planned a terrific fall program and we hope you can come out to these events and actively participate.

In October, we have two exciting events planned that are networking as well as recruitment occasions so please come out and join us. If you know of a business consultant that would make a great CMC or Institute member please invite them along. They might want to check CMC-BC out and learn more about what we do.

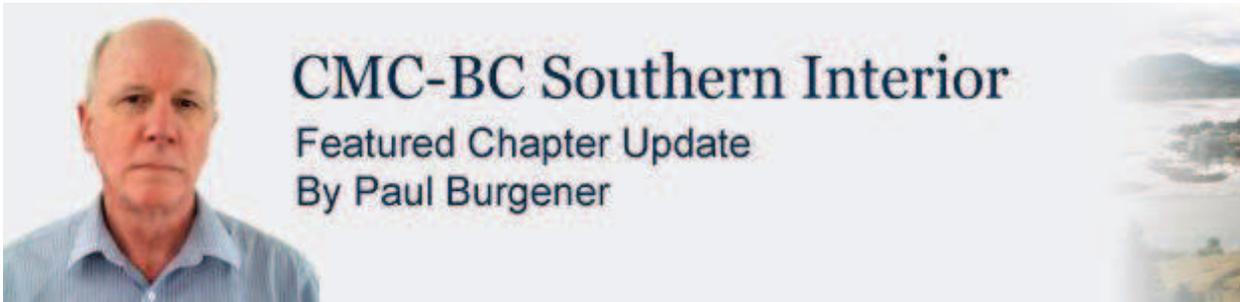
Mark these days in your calendar:

- October 20th SFU Harbour Center 555 W Hastings St, Vancouver, BC V6B 4N4
- October 21st at the Union Club of BC 805 Gordon St, Victoria, BC V8W 1Z6

You will be hearing more about these events in September.

To your consulting success,

Lyn Blanchard
President, CMC-BC



This summer has been characterized by drought and wildfires throughout our Interior. In Nelson, where I live, an early forest fire consumed approximately 400 hectares which was a large area at that time but small compared to fires in the last month throughout the Okanagan and in particular just south of the border in Washington State.

I have followed the effort required to try and control the fires. It demonstrates all the skills that as a CMC we are called to provide to our clients. Project management is obvious but there is a need for IT, strategy, operations, finances, and a form of marketing to ensure people know the hazards which can start the fires and the alerts to evacuate. To be successful, professional fire fighters also need the support of all the members of the local communities.

In our Interior Chapter, we are in a situation similar to the fires. Our challenges are localized and spotty over a vast area. As CMCs we bring the professional broad-based expertise to the business communities we work in. However, to be sustainable we need the support of our community and we need to support the community. Our Interior Chapter is part of our regional BC Institute, which is part of CMC-Canada and our international affiliations.

As Chair of the Interior Chapter I am challenged on how to assist our community. We need to make our CMC community sustainable. There are members who wish to advance to certification but need opportunities to increase their experience in the full range of management consulting and not just in their current specialties. We have several student/new graduates who need interactions with certified members so they can have opportunities to learn and renew our ranks.

This year BC is focused on reaching out to the wider business community to invite independent practitioners into our association. We have developed websites and discussion forums to assist interactions.

What can you offer to assist our community? I need help to establish someone in various centers who can provide information on what is occurring in their area. Are there events that would benefit our members and guests if CMC participated? Would some collegial networking build recognition of the CMC capabilities and our brand? Is there a need for some volunteer activity in which our member's expertise would make a difference?

How do we build our community to a Higher Level? Please connect with me if you have thoughts on this.

Regards,

Paul Burgener
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Feature Interview with Berlineaton

After being in business for almost 20 years, Berlineaton, a management consulting firm located in Victoria, BC underwent a branding exercise in late 2014 which resulted in a new brand and a complete overhaul of their website. We interviewed Berlineaton and asked them some questions about why they did this and what value it has brought to them:

Why did you decide to change your brand?

After 13 years in business, when the financial crisis hit in 2009, we decided it would be a perfect time to look inwardly and refresh our brand. We did that and came out of the trough stronger. In 2015, we made some bigger changes - a new office and new team members. Our old website was starting to feel stale. We felt a brand refresh would be a good exercise to re-energize us, orient our new team, give guidance to our website, and like a fresh coat of paint, would help us feel new.

What process did you use?

At first we thought it was going to be a simple website update, but we realized early on that it was much bigger than this. We needed to go back to our essence - who we are, why we started this business, and, above all, what we stood for - then and now. We engaged a marketing/branding professional to guide us through a comprehensive process that included:

- Background and proud moments in our history
- Scan - including interviews with our current clients and close associates
- Revised vision, mission and brand promise
- New brand identity
- New Website
- Marketing Plan

Two words, emerged from this process as the core of the brand and at the very heart of Berlineaton. "BE BOLD". Our new Brand Promise: **Profound experiences, practical solutions, bolder futures.**

Did you use outside professionals?

Yes - we used:

- **Melissa McLean Management Services** for our marketing, branding, and to work with us on web and social media content
- **C+S Creative Inc.** for new brand development
- **Array Studios** for web development and
- **Sean Fenzl** for photography.

We started in the summer of 2014 and launched in January 2015. In addition to a new brand identity and website, we have a 9-colour brand palette. Each of our team members has his or her own Berlineaton brand colour for use on business cards, presentation materials, and the individual's People profile on our website.

What advice would you have for others considering this for themselves or their firms?

- **Timing:** Trust that you will know when it is right to undertake this process.
- **Essence:** Take the time to get to the heart of who you are, what you do, and what you stand for...It was a surprisingly affirming exercise; once we had it nailed, it guided everything.
- **Integrate:** Extend your brand into all elements of your marketing and sales materials. This might seem obvious, but we took it further than most. For example, our business cards have the same images of each of us as we have on our website. Being consistent in integrating the new brand with everything we do has boosted awareness of and interest in Berlineaton tremendously - without spending any advertising dollars.
- **Use professional services:** As there are many good reasons and times to use management consultants, the same applies here of marketing, branding, and web development professionals. It also helps to have an outside perspective on your operation.

How do you feel this will enhance your consulting offering?

It reconnected us to our clients, our team, and our associates, and reminded us of the original reason we started our consulting business. **We want to create bolder futures for our clients.** This guides us in who we choose to work with, who we attract, and what we expect of ourselves during and after the work is done. It has caused us to push ourselves and our clients harder - to achieve greater impact for them, and greater fulfillment for us. It gave us the push to ensure we don't start to 'coast'.

You can see Berlineaton's new website at www.berlineaton.com, and read about their brand launch along with other blog posts at: www.berlineaton.com/blog/berlineaton-brand-launch. If you have any questions, please contact Shelly Berlin at sberlin@berlineaton.com.

Member Highlight

Featured Members
From CMC-BC

Richard Eaton, CD MA CMC
Founding and Managing Partner, Berlineaton



Richard Eaton is a senior management consultant and works as a founding and managing partner of Berlineaton. For almost 20 years he has served alongside visionary leaders committed to delivering bolder futures for their organizations by leading transformational improvement projects in three areas of organizational excellence: direction, process, and people.

Richard has worked with hundreds of organizations and thousands of employees and stakeholders to improve strategic alignment, streamline business and management processes, and improve leader and team performance. He brings this vast experience to each of his assignments.

Richard thrives in extreme environments, both at work and play.

Please visit www.berlineaton.com to learn more about Richard and connect with him via [LinkedIn](#).

Mark Your Calendar

Upcoming Courses And Events
For CMC-BC

Upcoming Courses and Events

Course: Essentials of Management Consulting
Date: September 21 - 23, 2015
Location: YWCA Hotel, 733 Beatty Street, Vancouver, BC
Agenda: 9:00 AM to 5:00 PM

Cost: \$1485 for members and students, \$1875 for non-members

[Learn more about this course and register on CMC-Canada's website.](#)

Course: Ethical Behaviour: Best Practices of Management Consultants
Date: September 24, 2015
Location: YWCA Hotel, 733 Beatty Street, Vancouver, BC
Agenda: 9:00 AM to 3:00 PM

Cost: \$495 for members and students, \$625 for non-members

[Learn more about this course and register on CMC-Canada's website.](#)

Event: CMC-BC Mainland Chapter Event
Date: October 20, 2015
Location: Room 2800 at the SFU Beedie School of Business, 500 Granville Street, Vancouver, BC
Agenda: 5:30 PM 7:30 PM

Jac van Beek, Chief Executive Officer of CMC-Canada, and Dr. Blaize Horner Reich, Dean of the Beedie School of Business will discuss the latest trends in the management consulting industry, what CMC-BC and Beedie are doing for the future of our industry, and the role our relationship with schools such as Beedie will play in our industry's development. Join fellow CMC members, Management Consulting Students, and invite potential CMC members to learn what we can do to advance the profession of management consulting in Canada.

Stay Connected



"Make a careful list of all things done to you that you abhorred. Don't do them to others, ever. Make another list of things done for you that you loved. Do them for others, always."

- Tom Peters



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