

Welcome ...

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Earlier this month we were pleased to welcome PR Smith to present and discuss the SOSTAC® planning methodology and how its use can be enabled by AI. SOSTAC® is a simple planning methodology that improves business decision-making, reduces risk, boosts results and delivers a reassuring sense of order in an increasingly chaotic digital/AI world. SOSTAC® also integrates AI advantages while avoiding AI's disadvantages to develop stronger strategies and tactics. Write the perfect plan (learn it in 3 mins - perfect it in days). Use SOSTAC® to grow your business and win more pitches – clients/partners/investors 'love it'. Commenting on it, our Director, Jim Foster said "*After attending PR Smith's 60-minute talk, I recommend attending this unique 1-Day Masterclass presented by the original SOSTAC® author, PR Smith on Thursday 30 Jan 2025 in County Hall by Westminster Bridge.*" More information on that [here](#).

This month we are also featuring '[Strategy: How to Write the Perfect Plan using SOSTAC® Planning methodology](#)', the third article written by PR Smith for our Newsletter in conjunction with the webinar. In case you missed them, you can also read the [first](#) and [second](#) article in the series.

CMCE Online Showcase: 'Effective client engagement', Thursday 5th December, 5.00 pm

Our next online event will take place on the 5th of December and will focus on the positive impact that a coaching approach can have on management consultants' work with clients. Our speaker for the session, Steve Paul, Principal Executive Coach and Mentor, Cesura Coaching and Mentoring, will share his insights on the topic and his experience, primarily working with owners and leadership teams of creative communications agencies. Click [here](#) for more details and to register.

We are also pleased to publish '[Are consultants strategic in companies' AI governance?](#)', an article written by Luca Collina, a transformational consultant with over 15 years of experience. In his piece, Luca reflects on the important role that consultants can play in the development of an effective AI governance framework.

When carrying out some research to compile a list of postgraduate courses with a consulting component at different universities across the UK, we were surprised by the number of available options. You can access the list [here](#). Please let us know if you are aware of other academic institutions that also provide courses on the development of specific skills for our profession.

This edition's [In-Brief section](#) includes a series of articles focusing on a range of current topics including the future of the consulting industry, the role of generative AI and the next big arenas of competition.

Fundamental Questions for Consulting Excellence: A framework for research and progress to date

[CMCE's latest report](#) identifies the fundamental issues in management consulting from a practitioner's perspective and uses them to frame a research agenda in management consultancy.

CMCE has used this framework to develop its own programme of research and seminars, and the report provides an update on progress. For more information and to download a copy, click [here](#).

Finally, we are pleased to share [a few details on INSIGHTS](#), a new tool developed by the Institute of Creativity and AI (ICAI) at City St George's, University of London, to unlock more value from existing information assets.

The Newsletter Editor

The Centre for Management Consulting Excellence was founded by



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of Management Consultants*