



Track Three: Creating the leading Global Institute

Where are we now?

Stagnant

- Growth in some areas
- Decline in others

Franchise Model

- Autonomy at local level
- Limited sharing of good practice
- Limited governance e.g. Finance
- Disparate membership models
- No global offering or global IT platform

Confusing Identity

- Varies by country
- No single articulation of who & what CILT is
- Some Sectors seen as being ignored

Education

- Confusing
- UK Regulated Qualifications
- International Unregulated Qualifications
- Short courses – localised
- Accreditation varies
- No global picture

Structure

- Overcomplicated

What is our competitive position?

Global Players v niche sector – 2 main global players – CIPS & ASCM (APICs)

Threat from ASCM / CIPS

- Scale is larger than CILT by 4 to 5 times
- Have a narrower focus – e.g. Procurement / Manufacturing
- Market changes have enabled them to move into CILT space e.g. SCORE model & supply chain; procurement taking on transport & logistics contract negotiation
- Commercial & growth focus of our two competitors
- Centrally controlled by subsidiaries rather than devolved model as CILT
- Education focus & common global offerings

Threat from niche sectors especially in UK

- IRO/CIHT for example
- Lack of clarity of CILT & benefits of all-encompassing sector approach leads professionals to join single sector organisations



Integration of CILT & CILT UK – creating a global institute

- Focused on increasing value of membership
- Platform for growth
- Recognising globalisation across the profession

Plan

Integrate the two charities

- To create a single simplified body
- Integrate resourcing
- Increase access to reserves – investment in education & IT

Actions

1. Integrate education structure & products
2. Progressively integrate governance including finance – 18 months to 2 years
 - a. Phase 1 Change in Trustees / overlap with UK; Finances separate for 2019-20
 - b. Phase 2 Movement of some responsibilities from Trustees to UK Board - education / administration / communication. (Brand & Governance remain)
 - c. Phase 3 – join up & single set of Trustees

Strategic Focus:

Education

- Review of offerings and capabilities
- Streamlined approach to regulated/ non regulated / certified & chartered status /global
- Development of business case
- Investment & project delivery – questions on resourcing
- Overall timescale 2021/22

Systems

- UK needs to invest in CRM / W&S /Finance systems
- Opportunity to develop global capability by Software as a Service (SAAS) platforms
 - Membership with local access – ability to create global membership database
 - Networking
 - Web – central platform with local content access
 - Capability to manage & add value to global corporates
- On line / e learning
- Timescale 2021



Branding & Marketing

- Clarity on “who we are” – positioning v CIPS / ASCM – can we find the “one word descriptor”
- “Should we rebrand?”
- Branding to be integrated – International & UK (linked to integration of resourcing)
- Marketing to be localised – but with central coordination of campaigns
- Communication
 - Internal sharing of good practice
 - Common messaging – e.g. definition / terminology etc.

Value for Members

- Creating essential products & services – membership / education / events
- Education – professional standard & recognised / valued qualifications
- Global networks & local networks
- Transferable membership
- Creation of Best practice Guides – “How do I...?”