



The Story Behind ICG

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V1.0

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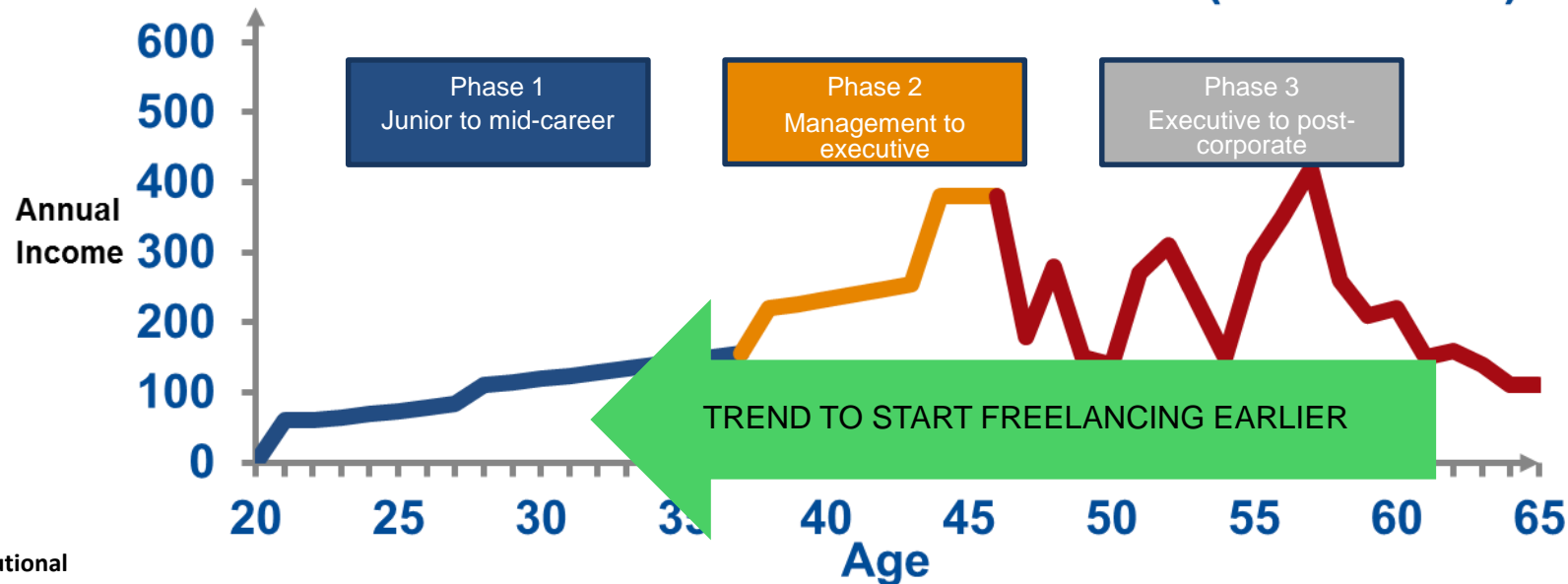
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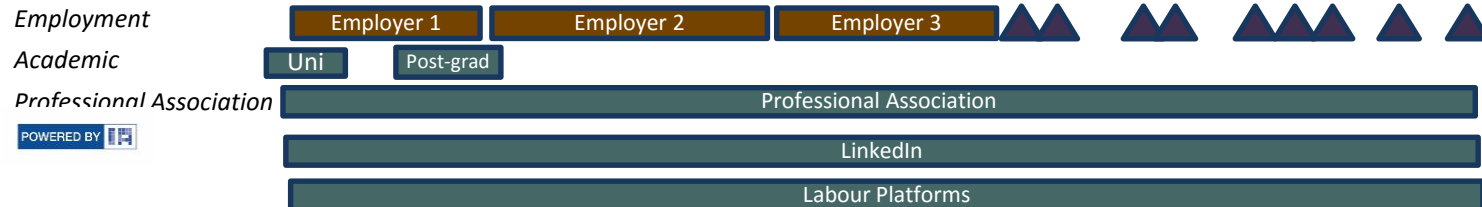
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The very essence of the idea behind ICG

Professional Career Profile (Illustrative)



Key Institutional Relationships



The only constants through the career

Who did ICG come about?

The Story behind ICG

- **Break thru One – The tail of the industry is where the wisdom is**
 - Running the Australasian arm of a global firm
 - Losing RFP's because I had a small bench
 - Got approval to add contractor ex consultants with expertise to my team and started winning RFPs and impressing clients
 - My global ceo got tired of making the approvals necessary to allow this – as he wanted me to wear the pain of training more juniors
 - I suggested that a platform based model like this is the future of the global consulting industry and suggest the global firm incubate it in Australia as a new business – the global partners thought this was too cannibalistic so we agreed to part ways and ICG was born
- **Break thru Two – Platform based labour ecosystems that differentiate will win**
 - I recalled Tom Malone's prediction of the rapid development of labour clearing platforms (This is where the idea of a BAF® came from)
 - If labour markets granulised, then what would happen to professionalization and career paths?
 - Malone's book talked about using markets to clear demand and supply of labour and I knew these would become ten a penny
- **Break thru Three – Clients want to unbundled and rebundle (Industrialised Adhocracy ®)**
 - Clients liked the idea but wanted to buy small
 - Selling workshops wasn't working, so we started selling components like KARs and ICE which worked well to build trust and get in the door and populate the platform
- **Break thru Four – There is no globally recognised professional association in the global consulting industry**
 - House brands like Bain and BCG were de fact signalling devices – we have the potential to create aa new kind of professional association – one that monetises its collective assets



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