

## **Response of the Management Consulting industry to covid-19 and the award of the Urwick Cup**

### *Call for case studies*

The Management Consultants Livery Company is planning to publish a report this autumn on how the MC industry has helped the country to respond to the covid-19 pandemic. The report will comprise case studies describing the work undertaken and the results achieved by management consultants in the UK. The intention is to showcase the valuable work undertaken by our profession and we expect a wide range of large and small management consultancy and advisory organisations to contribute.

### **Nature and format of case studies invited**

Case studies are invited from organisations based in the UK who have undertaken management consulting or related business advisory work during this year in response to covid-19. The scope includes support to the NHS and other bodies providing care and treatment, to key suppliers to these organisations, and to private sector organisations in sectors such as food supply and transport whose role has been crucial in the national response. The report is not intended to cover how companies and other organisations might adapt to the post-covid world.

The format of each submission should include:

- Name of consulting organisation, plus a named contact with contact details
- Name and/or nature of client organisation
- Objectives and scope of the work undertaken
- An outline of the approach taken
- The results achieved

Submissions should be limited to two pages of A4 text plus images if appropriate. The deadline for submissions is **30 September 2020** and should be sent to Dr Bob Harris at: [bob.harris@wcomc.org](mailto:bob.harris@wcomc.org)

### **Award of the Urwick Cup**

The MC Livery Company makes an annual award in memory of Lyndall Urwick – one of the founders and original practitioners of management consulting in the UK. The Urwick Cup is awarded to the person or group who has contributed the most to the advancement of management consulting in a defined area. The criteria for the award are reviewed each year and for 2020 will be awarded to the best example of supporting the UK response to covid-19.

Assessment for this year's award will be undertaken by a panel of senior practitioners drawn from the Livery Company. This will be based on the submitted case studies, supplemented as necessary by further information requested in relation to shortlisted entries. The assessment panel will give most weight to case studies that deliver impact and thereby achieve significant client benefit.

It is anticipated that there will be an Award Ceremony and presentation of the Urwick Cup in mid-November, to accompany the launch of the report which will include all case studies submitted.

### The Management Consultants Livery Company

Founded in 1992, the Worshipful Company of Management Consultants is one of the 110 Livery Companies that support Lord Mayors in their championing of the financial and professional services industries in the City of London, in the UK and globally. Membership comprises mainly those with substantial experience in management consulting, and who wish to get involved and enjoy the activities of the Company. Our key objectives revolve around philanthropy, professional development and fellowship. This initiative to publish the best of the MC industry in responding to a national crisis reflects one element of our professional development activities, whereby we are able to use our neutral position and not-for-profit status to publicise the great work done by management consultants.

For more information please visit our website at: [www.wcomc.org](http://www.wcomc.org)

### Next steps

For enquiries about the proposed report or the process for submitting case studies, please contact:

Dr Bob Harris

Third Warden

The Worshipful Company of Management Consultants

[bob.harris@wcomc.org](mailto:bob.harris@wcomc.org)

17 July 2020