



Openside

Our Commitment  
to Delivering  
Consulting  
Excellence



MCA

A POSITIVE FORCE FOR THE  
ECONOMY AND SOCIETY



2025

# Company Overview

The Openside Group designs and delivers professional development programmes that strengthen the core behavioural, cognitive and analytical skills essential for success in consulting, advisory, and other professional services roles.

With a 30-year heritage, Openside has trained more management consultants globally than any other firm and has a proud track record of supporting the consulting profession in raising standards of performance and business impact.

Our proprietary digital learning measurement tool, Vienna, further reinforces our programmes, providing accurate, evidence-based assessments of behavioural change and its direct impact on business performance and set KPIs.

We take pride in our long-standing partnerships with leading global brands, helping them to enhance performance, achieve consulting excellence, and implement high-impact ways of working.



# Client Service and Our Value

Our programmes are designed to align with the principles of consulting excellence – developing not just technical capability, but also professional behaviours and mindsets. Delivered by experienced consulting practitioners, our training is immersive, practical, and directly applicable to real-world consulting challenges. From junior consultants to Partners, we support skills development at every level through bespoke engagements that combine diagnosis, 'live' client scenarios, coaching, and post-programme reinforcement.

We focus on top-tier consulting skills, including analytical problem-solving, critical thinking, communication, relationship management, business development and the roles of leaders in professional service's i.e. "Exemplifying the Brand", "Embodying the Culture" and "Ensuring the Legacy". Our programmes are tailored to the unique context of each client's firm and are designed to create a significant impact both for our clients and their clients.

"Having been an Associate Member for 10 years, a staunch supporter of the MCA for many years before then, and with an increasing number of member firms as clients, we are delighted to be confirmed as a full member. With the support of the MCA, we will continue to pursue our mission to drive best practice cognitive and behavioural skills across the Professional Services spectrum."

- William Johnson, Managing Director.

At Openside, we are dedicated to empowering and enhancing the skills of consulting and advisory professionals at every stage of their career.



## Our core values reflect and support these principles:

- > Assured – a trusted partner, committed to delivering high-quality learning experiences that truly deliver for the individual and the organisation. We empower individuals and businesses with the knowledge, skills and support, needed for career growth and success.
- > Respected – with over three decades of experience working with prestigious professional consulting and non-professional services firms globally, our reputation reflects our commitment to client services.
- > Authoritative – we are recognised as a trusted authority in consulting excellence, we equip individuals and firms with the skills and behaviours necessary for sustained success.
- > Human – above all, we are human, and strive to be kind, considerate and understanding. We combine expertise with a personal touch, blending professionalism with warmth, adaptability, and a touch of humour along the way.

## What Sets Us Apart.

Our unique practitioner-led programmes are designed and delivered by experienced professionals who understand the realities of consulting and professional services. We don't just teach theory. The challenge for most professionals is not 'knowing what to do', but is 'doing what they know'. We help consultants apply critical thinking, analytical problem-solving, leadership, communication, and relationship management skills directly to their work. Our focus on business performance and career success ensures our programmes support firms in embedding consulting excellence as a cultural norm, not a box-ticking exercise.

We firmly believe in supporting the MCA's Consulting Excellence principles, which are reflected in the values we embrace and the tangible outcomes we deliver for our clients.

# MCA's Pillars of Excellence

As signatories of Consulting Excellence, the Openside Group is dedicated to consistently upholding these fourteen principles.

## Ethical Behaviour



1. We are responsible and good citizens.
2. We conduct our business ethically.
3. We foster an ethical culture.

## Client Service & Value



4. We provide excellent consulting services which deliver the outcomes clients seek and need.
5. We are transparent with clients and respond to their concerns.
6. We always strive to improve the value we can deliver to our clients.

## Professional Development



7. We undertake training and professional development planning each year.
8. We promote strong core consulting capabilities and specialisms in our consultants and teams.
9. We support our employees' career progression, professional development, and welfare.
10. We support the adoption of the Chartered Management Consultant (ChMC) Accreditation across the industry and champion its values.



# MCA's Pillars of Excellence

As signatories of Consulting Excellence, the Openside Group is dedicated to consistently upholding these fourteen principles.

## Diversity & Inclusion

11. We respect and embrace diversity and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients.
12. We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected, and celebrated at all levels. Furthermore, we are committed to developing diverse future leaders and ensuring their progression in the industry.
13. We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consulting sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of D&I policies and participating in the MCA Annual Report.

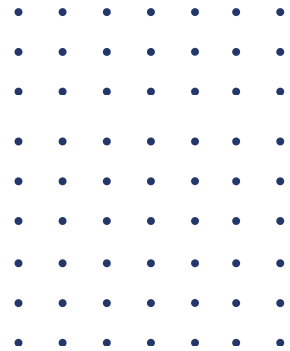
## Sustainability

14. We commit to ensuring that our firms operate in an increasingly sustainable way and strive to ensure that sustainability is considered by our clients in our work with them.



# Ethical Behaviour

At Openside, we are committed to ethical and responsible business practices, integrating these values into everything we do.



We actively contribute to our community through various initiatives. Our team participates in volunteer mentoring, coaching, and hosting webinars focused on personal development and career advancement for young people, socially disadvantaged groups, and efforts toward gender equality, particularly supporting women returning to the workplace.

Guided by our unwritten code of ethics, which is rooted in our core values, we navigate our decisions and client relationships with integrity. Our staff and programme facilitators uphold a strong sense of decency and common sense, ensuring these positive behaviours are evident in all our interactions.

We are dedicated to being honest and fair in our dealings with clients, emphasising transparency as a cornerstone of our work. We make it a point to survey every client and participant after our programmes to guarantee that our efforts not only meet but exceed expectations, encouraging ongoing dialogue. Feedback is essential for us to maintain our high standards.

We are committed to respecting everyone's fundamental human rights, ensuring a safe, healthy, and supportive environment where individuals can thrive both professionally and personally. Openside fosters an inclusive and collaborative workplace where everyone is treated with dignity, respect, and equality. We are devoted to promoting diversity, equity, and inclusion within our organisation, as well as throughout the firms and communities we serve, with programmes aimed at supporting career growth and personal development for individuals from all backgrounds.

Additionally, we recognise our responsibility to the environment and are actively working to reduce our carbon footprint. We've transitioned our web hosting to a provider that uses 100% renewable energy, and prioritise virtual meetings to minimise business travel whenever possible.

At Openside, corporate social responsibility is not just a policy - it's ingrained in our culture, actions, and values.



# Client Service & Value

**We take pride in offering high-quality consulting and development programmes that consistently deliver the results our clients are looking for.**

With a solid background in professional services and experience across various industries, we focus on aligning development initiatives with business strategy. Through our diagnostic framework, 'Aligning Development with Strategy', we customise every programme to align to corporate strategy, reinforce organisational values, target essential behaviours, and support both individual and organisational performance. Our results speak for themselves: from January 2023 to November 2024,

**“99% of Partners and 95% of Senior Managers said they would recommend our programmes to their colleagues.”**

Transparency and responsiveness are fundamental to how we work. Each client is paired with a dedicated client manager who fosters a close working relationship throughout the engagement. Regular check-ins before, during, and after programme delivery ensure that all client concerns – be it related to the programme or individual coaching needs – are addressed promptly. Our commitment to open communication allows us to adapt quickly to shifting client priorities.

We continuously seek ways to enhance the value we provide. All our programmes are aligned with the Chartered Management Consultant (ChMC) qualification, offering clients a recognised industry benchmark.

To improve access to essential programme materials, we've developed a secure client portal, invested in eLearning for flexible skill-building, and introduced Vienna – an innovative tool designed to measure training ROI. In 2024, Vienna showed a 20–24% improvement in performance across key competencies and against a control group, employee retention was extended by on average 10 months.

These advancements underscore our dedication to delivering measurable, long-term impact for our clients and their organisations.





Professional development is  
a core part of our culture.



# Professional Development

As a small company, we don't follow a rigid formal planning structure, but we make it a point to engage in training and development conversations regularly throughout the year.

We actively encourage all employees to seek out and pursue relevant learning opportunities. We provide support in selecting courses, understanding time commitments, and financial investments. Over the past year, three of our team members have successfully completed professional qualifications with CIM and MFL as part of their personalised development plans.

We place strong emphasis on building both essential consulting skills and specialised expertise within our team. Every employee has access to our eLearning programmes and is encouraged to dive deeper into our methodologies and services, enhancing their consulting knowledge and professional skill sets.

Career progression and individual well-being are top priorities at Openside. Whether working full-time or part-time, each team member is offered continuous support for their professional growth.

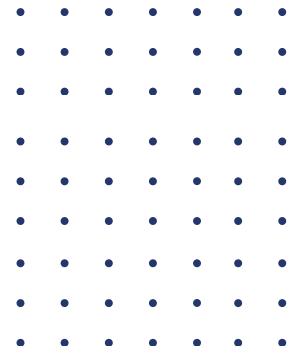
Our dedication to high standards in development is evident in our involvement in shaping industry best practices. We played a key role in co-designing the professional development segment of the Consulting Excellence Declaration. Reference our '[Guide to Professional Development in Consulting Firms](#)' booklet that supports and outlines the Professional Development process.

Our programme leaders are experienced consulting practitioners and skilled facilitators who blend real-world insights with engaging, hands-on learning experiences, empowering our people to thrive and succeed.

Additionally, our programmes align with the ChMC qualification and competencies. Having been part of this initiative since its beginning, we actively support our Clients in achieving this accreditation.

# Diversity & Inclusion

We fully recognise the value that diversity brings to our company, our clients, and the broader consulting industry.



Embracing different perspectives, backgrounds, and experiences not only enhances our team performance but also supports well-being and fosters a culture of mutual respect. Diversity, Equity, and Inclusion (DEI) are embedded into how we work – internally and externally – with inclusivity being a consistent theme across our programmes and thought leadership.

We are dedicated to fostering a diverse and inclusive environment where individuals from all backgrounds feel appreciated.

Our published POV articles reflect our commitment to key DEI topics, addressing issues like gender equity, neurodiversity, and the challenges faced by underrepresented groups in professional services. This commitment drives us to challenge the status quo and nurture the next generation of diverse leaders.

Notable pieces include:

- [Turning from Tokenism: It's Time for This Generation of Women to Consider Our Legacy](#)
- [Why Increased Diagnoses of Neurodivergence Are a Good Thing for Professional Services Firms](#)
- [The Gender Confidence Gap](#)
- [Why Are There So Few Women at the Top of Professional Service Firms?](#)



# Sustainability

**We pledge to manage our business operations sustainably and to ensure sustainable thinking is integrated into our work with clients.**

At Openside we are committed to improving our environmental practices, which include helping clients adopt sustainable strategies in their own operations, aligning with industry standards and our shared global responsibility.

Increasingly, our programmes are a blend of face-to-face and virtual to minimise our global impact, consistent with the MCA's sustainability policies.

Within our operations, we have taken steps to lessen our environmental impact. We now host our website with a provider that uses 100% renewable energy, and we have reduced single-use plastics in our offices. We believe that small changes can make a difference.

Sustainability is important to us in how we operate and the value that we provide to our clients.





# Contact Us

---

[contact@openside.group](mailto:contact@openside.group)

[www.openside.group](http://www.openside.group)

[follow us on LinkedIn](#)

