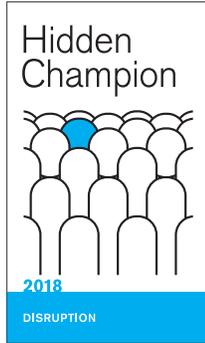
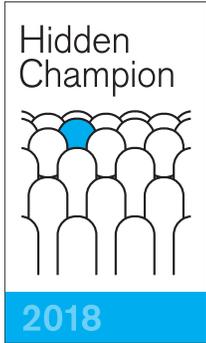


INNOVATIVE **MANAGEMENT** PARTNER

HIDDEN CHAMPION OF CONSULTING



INNOVATIVE  
**MANAGEMENT**  
PARTNER



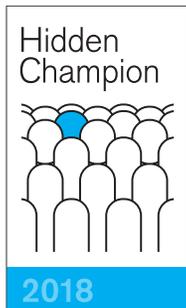
WGMB | Wissenschaftliche Gesellschaft für Management und Beratung mbH

Capital  
WIRTSCHAFTSZEITUNG

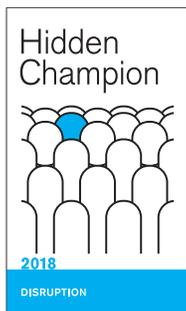
RANK	CONSULTING COMPANY	POINTS
1	Innovative Management Partner (IMP)	404
2	McKinsey & Company	396
3	Bain & Company	391
4	Boston Consulting Group	385
5	Accenture	382
...	...	...

**IMP was awarded the prestigious „Hidden Champion Consulting Award 2018“. In the category „Disruption/Disruptive Business Models“, IMP ranks among the top management consultancies with its consulting services and project successes.**

The Scientific Society for Management and Consulting and the business magazine CAPITAL award the „Hidden Champions of Consulting“ every three years. The award is presented to companies who have been certified a higher expertise than the three large consulting firms Bain, Boston Consulting Group and McKinsey.



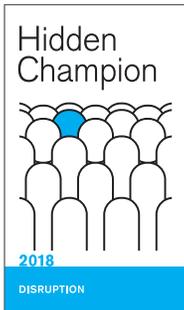
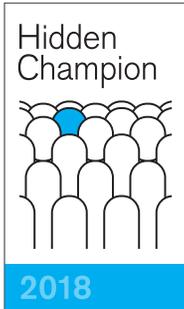
Herman Simon once introduced the concept of **Hidden champions**. He thus draws attention to a special phenomenon: companies that are not (yet) known to the general public, but perform excellently in „their“ field. Hidden Champion goes hand in hand with strategic focus, unique customer benefits and the fact that hidden champions become „nightmare competitors“ for established, more diversified companies.



It is the merit of the Scientific Society for Management & Consulting (WGMB) – namely Prof. Dr. Dietmar Fink & Bianka Knoblach – to transfer this idea to the consulting industry. The German consulting market comprises more than 16,000 consulting companies. Every 3 years the WGMB chooses the hidden champions of the industry. On the basis of a structured, detailed survey of executives from large and medium-sized companies (more than 700 in the current edition), those highly specialised, but comparatively still unknown consulting companies that have a higher level of expertise in their field than the three large consulting firms McKinsey, BCG and Bain have been identified since 2003. A consulting firm can qualify as a hidden champion if its unaided awareness in the overall market is not higher than 15%, if their half of

its clients also work together with one of the three large consulting firms and if its competence in its special field is rated higher than that of the three large market leaders. If a consulting firm meets all three criteria, it may be awarded the „Hidden Champion of the Consulting Market“ for a limited period of 3 years.

**At first go, IMP was awarded first in the category „Disruption/ Disruptive Business Models“ and has succeed with its consulting services and project successes in front of all established consulting firms.** IMP is also convincing: In the category „Pionier Thinking“ IMP ranks 3rd behind McKinsey and Boston, in relation to the circle of hidden champions even 1st. In the area „Innovation & Growth“ as well as „Methodical Knowledge“ IMP ranks among the top 5 in the consulting market.



## ABOUT IMP

IMP follows the tradition of open strategy and innovation. We stand for unique, coherent and sustainable business logics. The best way to master strategic challenges and create innovative business logic is to gather a variety of perspectives and bring in people whose point of view goes beyond what is typical in the industry or specific to the company. Our solutions are created by structurally integrating internal knowledge and especially external knowledge. The consultants in our offices in Munich, Innsbruck, Vienna, Zurich and São Paulo have access to a close network of carefully selected international experts through the IMP Network of Excellence.

IMP guarantees performance that goes above and beyond classical management consulting. We share business risks, work closely together with our clients' teams, orchestrate complementary partners for value creation and mobilize the organization to adopt a new approach towards strategy and innovation.

The **IMP service portfolio** addresses four specific customer needs:

### **reflect!**

Understanding business models & innovation ecosystems

### **innovate!**

Alignment of existing business models with the future

### **disrupt!**

Creating innovative (disruptive) business logic

### **incubate!**

Maturing ideas from outside the existing system to viable businesses

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[office@impconsulting.com](mailto:office@impconsulting.com)

