



Integrated Management The Concise Argument

The key issues supporting
moving towards Integrated Management

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Integrated Management Special Interest Group

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***No army can resist an idea
whose time has come***

- 1 Organisations of all types are being significantly challenged because of the need to be;
 - increasingly competitive,
 - satisfy multiple diverse and complex stakeholders requirements and
 - the difficulty of making effective use of the existing fragmented approaches to management.
- 2 Integrated management is the only way forward because it is the only holistic approach to management.
- 3 There is now a wide spread awareness within enlightened organisations that integrated management (joined up thinking) is needed and a large number of integrated management initiatives are either underway or have been completed.
- 4 The resulting increase in business efficiency and effectiveness, through integrated management, will drive an evolution in management practice that becomes increasingly integrated - future management is integrated!
- 5 This rapid upsurge of integrated management activity has largely been promoted, developed and implemented within commercial and regulatory organisations leaving academic and professional bodies unable to effectively support this rapid evolutionary jump in management practice.
- 6 This situation is made worse because the existing management professional bodies all came into being to support a fragment of the totality of management practice. Additionally the management standard certification bodies have not been prominent in promoting integrated management and the standards making bodies have been slow to develop an integrated structure for the various published management standards. However it is acknowledged that some alignment between management standards has taken place.
- 7 The management professional bodies are threatened to various degrees because increasingly they will not be so closely aligned with the future needs of its members and organisations. However there is the opportunity for one or more of these bodies to fill the integrated management needs vacuum and provide expert integrated management support to organisations and management professionals.
- 8 Academic institutions have the opportunity to provide degrees and other training in integrated management to meet the needs of organisations as various types of integrated management competence are increasingly identified and valued as an essential component of running a modern organisation and remaining competitive.
- 9 National Governments need to be aware of the impact that integrated management can have on the success and prosperity of a nation and ensure that its vision, planning and resourcing enable this approach to management to be fully exploited within all types and sizes of commercial, governmental and regulatory organisation.