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IMA Middle East Focus

DENNIS WHITNEY'S MIDDLE EAST TOUR

IMA Wiley Morgan Road Show, "Raise the Bar, Shape Your Future Today" – November 2-10, 2015

Dennis Whitney, CMA, IMA (Institute of Management Accountants) senior vice president of certification, exams, & content integration, kicked off the Middle East roadshow in Dubai, Riyadh, Jeddah, Manama, Kuwait, and Doha and drew more than 600 attendees.



Speakers

Morgan: Fadi Ganniand Antoine Abou Samra

Wiley: Zahi Bou Kamel

IMA Main Speaker: Dennis Whitney

IMA Speakers: Ahmad Mkhallati and Hanady Khalife

Topic

Risk Management and Financial Planning:

Risk management supports the critical operations and strategy of the organization and are key competencies for management accountants to be viewed as trusted business advisors. Risk management and planning enable organizations to achieve sustainable, profitable growth and deliver value.

Whitney elaborated on the significance of why financial planning is significant for business success with today's massive complexity, velocity of change, globalization of change, and uneven economic growth and explained how risk management should be integrated into all levels of strategic planning.

The audience was fascinated with Whitney's strategy setting and business planning session and how its executed in driving business performance.



The key learning objectives that came out of the session include:

- The key elements in the strategic planning process
- How strategy is linked to the annual plan
- Dysfunctional budgeting behaviors
- Planning best practices

- The risk management process
- How risk management is linked to the planning process
- COSO ERM Framework
- Business analytics
- Uses of business analytics in planning and risk management
- Adaptive planning
- How IMA and the CMA® (Certified Management Accountant) can help



Audience:

Having been given the audience a taste of what is covered in the CMA curriculum under the Risk Management and Financial Planning section, the audience was generally engaged to find out more about IMA and its certification.

Awards were granted at each event:

- Morgan: One scholarship (live tuition fees only)
- Wiley: One free Wiley exam prep set
- IMA: One free IMA membership

YOUR SUCCESS STORY WITH DENNIS WHITNEY - CAIRO

The IMA Middle East office was represented by Hanady Khalife, IMA director of operations, and Ahmad Mkhallati, IMA director of regional partners relations. The IMA Cairo office was represented by Renad Hamza, IMA country manager, and Haitham Khafagy, Member Service Representative. With the support of IMA's Cairo and Alexandria

Chapters, IMA hosted a full house event in Cairo with guest speaker Whitney, who spoke about risk management and financial planning and the CMA exam. During the course of the event, IMA's Cairo Chapter president Shahinaz Fares briefed the audience about the history of the chapter and the various local initiatives conducted in Cairo. Then, Khaled Essam, president of IMA's Alexandria Chapter, presented about the various initiatives executed in Alexandria in support of the accounting and finance community. The event concluded by honoring the individuals awarded with a CMA certification in 2014.



UAE University

In partnership with United Arab Emirates University (UAEU), Morgan International held a CMA orientation session on November 1, 2015. During the session, Ahmad Mkhallati from IMA's Middle East office talked about how to apply the knowledge learned in the CMA program and the benefits of being CMA certified. CMA courses at UAE University will start on January 17, 2016.

Sharjah University

The Center for Continuing Education and Professional Development at the University of Sharjah has launched the first CMA course with 20 students. On November 23, Iyad Mourtada, Sharjah's University's appointed CMA instructor, invited Ahmad Mkhallati from the IMA Middle East office to answer students' questions and to share how to apply accounting principles exemplified on the CMA exam.



CHAPTER ACTIVITIES

Alexandria Chapter:

IMA's Alexandria Chapter held its inauguration event on October 24 from 4 p.m. to 8 p.m. at the Hilton Alexandria Corniche.

The attendees participated in group activities during the session “Dealing with Difficult People” and learned how to differentiate between the various types of difficult people and the proper way to handle them. They also gained an in-depth view on feasibility study and internal controls through case studies. They had a chance to meet and communicate with their peers as well as expand their network. The event qualified the members for 3 CPE credit hours and was sponsored by Oil & Gas Skills (OGS).



Dubai Chapter:

The Culture at Workplace event held in October at the Pullman Hotel in JLT was an unforgettable event where all cultures came together. The presenters included Layla H. Bloushi - the first Emirati woman who serves as cultural detective, soft skills developer, women empowerment leader, and is the certified cultural diversification expert and trainer– and Abdulhamied Alromaithy, Bloushi's mentor and senior consultant on multicultural diversity at Algharbiya Training.



The session started with a game that replicated the typical office environment. Everybody got a clear understanding of how to enhance the overall performance of a multicultural team, taking into consideration its cultural specifics and mentality, and thus was able to assign tasks accordingly.

The general study results were shared that scientifically evaluated all cultural-specific core values and perceptions for four main cultural groups - Arabs, Asians, Europeans, and Chinese - that influence the behavior, perception, and respective actions. The video about how ants work together to survive is a true lesson about teamwork taught to us by nature. If ants can work together nicely, why can't we?

After the event, participants commented that this was the first-ever training they had on this topic. They felt lucky to be taught by excellent masters of the subject, who presented the sensitive topics with good and kind humor. All participants requested longer training sessions on this subject taught by these trainers.

CMA RAFFLE

Congratulations to the winner of this month's CMA surprise drawing: Lara Dababneh, CMA, from Jordan. Please contact us at imamiddleeast@imanel.org or +971 4 429 6017 to claim your prize.

INSTRUCTORS NEEDED

Are you a qualified CMA instructor? Do you know someone who is? CMA instructors are needed in Saudi Arabia and India. Please submit your CV to imamiddleeast@imanel.org.

JOB PICK OF THE MONTH

Visit <http://careers.imamiddleeast.org> to apply for these popular positions by entering the job reference number:

Audit Manager –Mazars Ref. JB3332336

Financial Analyst, Wealth Management–Arab Investment Company Ref. JB3324046

Senior Auditor– PKF Bourseli & Co. Kuwait Ref. JB3325873

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