

Corporate Recognition Program



The Association of
Accountants and
Financial Professionals
in Business

Invest in your employees

Every profession requires specialized skills, and every employer wants to meet the highest standards of professionalism and ethics to improve financial performance, productivity, and profitability.

Certification is your retention tool, instilling loyalty and commitment from good talents. Staff looking for the next challenge will be more likely to stay if you offer ways for them to learn and grow while at your company. The more engaged and involved your employees are in working for your success, the better your rewards.

Investing in CMA® (Certified Management Accountant) certification and continuous career development differentiates you from the competition and helps you attract new business, investors, and talented employees. It tells your stakeholders that you (and your employees) meet the highest standards of competency.

Professionals holding the CMA help your business run better. They are your trusted business advisors on decisions that affect the strategic direction of your organization. They are equipped to manage change.

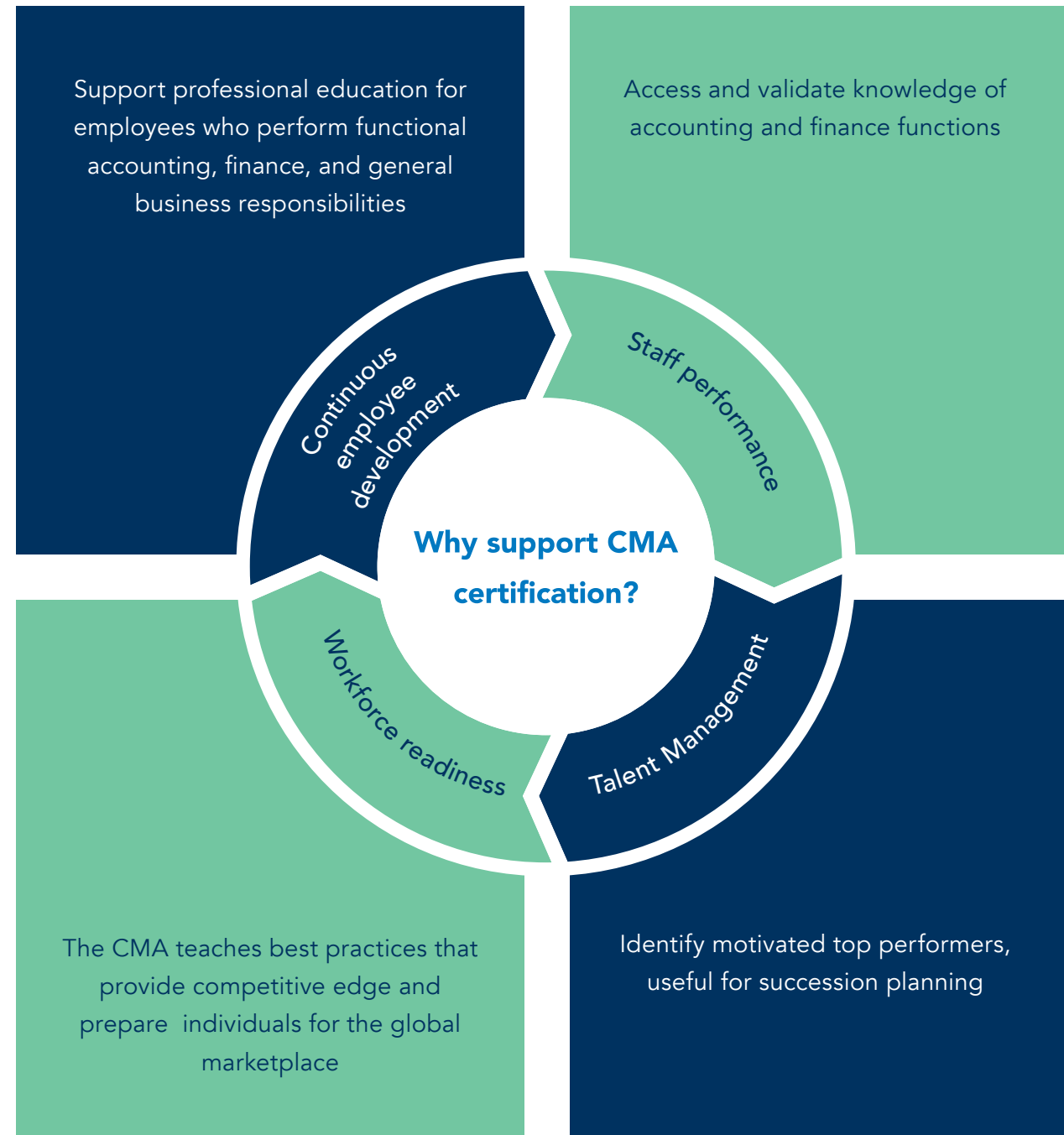
What is the CMA?

IMA's certification is for accountants and financial professionals in business. The CMA validates mastery of financial planning, analysis, control, and decision support — the critical skills required of valuable strategic advisors in your organization.

Who is the CMA for?

- Professionals who want to differentiate themselves from the competition
- Accounting experts who need more finance skills
- Finance experts who need more accounting skills
- Employers who realize they have a skills gap within their finance and accounting team
- Employers who embrace continuous professional development for their finance teams
- Employers who need a sorting device for making hiring decisions

Value Wheel: Why support CMA certification?



Case Study: Leadership Succession Planning Johnson & Johnson

Situation

- Best-in-class finance leadership development program
- Decentralized operating units and companies create a challenge in identifying future leaders

Solution

- Certification strongly supported throughout the organization
- Financial incentives awarded for achievement of certification
- Program has been used to identify future leaders for decades

Case Study: Improving Business Performance Caterpillar

Situation

- Leadership believed that more certified professionals on staff would improve financial performance of the organization
- Management desired to increase competitive advantage through sharpening the knowledge and skills of the finance and accounting team

Solution

- Increase the number of certified professionals on staff
- Provide support for certification training
- Incorporate into individual training and development plans

Results

- Within one year: 70% certified or in process of earning certification
- Within five years: percentage of certified professionals increased by 20%

Case Study: Identifying Top Talent Defense Finance and Accounting Services (DFAS)

Situation

- Management wanted to build a finance and accounting development program to identify top talent
- Previous training was not achieving desired goals

Solution

- IMA worked with the organization to identify core competencies
- Core competencies mapped to job responsibilities
- Organization aligned each job position with professional certification
- Leadership supports certification; CMA earned by top leaders

Case Study: Validating Knowledge Gain IBM Corporation

Situation

- Well-established development program for finance and accounting talent based on rotational placement and specific skill training
- Corporate culture did not support testing as part of training program; no mechanism to validate knowledge gain

Solution

- Identified existing rigorous and respected certifications whose body of knowledge tests the core competency requirements of each job
- Implemented and incented training participants to achieve certification as evidence of mastery of specific defined skill set
- Residual benefit to organization: Mechanism is now in place to validate knowledge gain

Corporate Recognition Program

Employers at this level of partnership have demonstrated a strong level of commitment to continually support their staff by empowering talent with the CMA program.

Two levels of Corporate Partner programs

Gold-Certified Corporate Partner

Platinum-Certified Corporate Partner

Requirements for Gold Certified Corporate Partner

- Minimum number of five IMA members at the time of the agreement
- One mentor/ambassador promoting the CMA program (can be one among the five IMA members)
- Support CMA candidates with time off for preparing for the CMA exam and provide at least partial tuition and exam fee reimbursement upon successful completion
- Encourage and support CMA candidates with their study plans
- Provide opportunities to CMA candidates to demonstrate their skills and obtain practical work experience
- Support local events
- Support CMAs to fulfill their CPE requirements

Benefits for Gold-Certified Corporate Partner

- Certificate to acknowledge the organization's standing as an IMA Corporate Partner and use of the IMA corporate logo on all marketing collaterals (with prior approval)
- Recognition as a Corporate Partner on the IMA regional website
- One free membership for the training and development team with access to LinkUp IMA, the monthly magazine, newsletters, Leadership Academy, and all other communications from IMA
- Discounts of 15% on membership fees for new members and \$200 off CMA review materials
- Opportunity to speak at regional conferences and local events
- Free exhibition space at local events
- Opportunities to network at the local events with industry peers
- Post-job openings and recruit the most qualified talent pool with relevant work experience to fulfill staffing needs through the IMA Career Center

Requirements for Platinum-Certified Corporate Partner

In addition to the Gold-Certified requirements, a Platinum-Certified Corporate Partner should also meet these requirements:

- Should have an in-house CMA training program
- CMA is a recommended professional credential for employees
- Should have a training policy and plan for its CMA candidates
- Submit a case study on best practices of management accounting inside the organization

Benefits

- Recognition as a Corporate Partner on the IMA global and regional websites with a hyperlink to company's website
- One free registration to the IMA Global Conference
- Discount from our authorized review course providers on CMA training and other related CPE courses
- Opportunity to speak at global and regional conferences and at local events
- Training to mentors
- Conduct webinars to regional members

Recognition

- Every year, the organization deemed to be the best CMA supporter of the year, as chosen by the ICMA® Board of Regents, will be awarded the Bulloch Award of Excellence at the IMA Annual Conference & Exposition.
- In addition, regional employer of the year awards will be presented during the annual IMA/CMA recognition ceremony.

Company Application Form:

Company Name:
Contact Person:
P.O. Box: City:
Country:.....
Business Phone: (Include Country/Area/City Codes)
Mobile:
E-mail:
Website Address:

Standard Industry Classifications

- Education
- Media & Entertainment
- Manufacturing
- Finance
- Business Services
- High Tech
- Government
- Other.....
- Healthcare
- Construction, Mining, Agriculture
- Transportation, Communication, and Utilities
- Wholesale/Retail Trades
- Insurance
- Real Estate
- Nonprofit
- Pharmaceuticals & Biotechnology

Does your company have international locations?

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How many employees are in your company or organization?

- Less than 50
- 51-100
- 101-200
- 201-500
- 501-1,000
- 1,001-10,000
- More than 10,000

Is your organization:

- Public sector
- Private sector
- Government
- Nonprofit

What is your company's current annual revenue?

- Less than \$1 million
- \$1 million - \$10 million
- \$10 million - \$100 million
- \$100 million - \$500 million
- \$500 million - \$1 billion
- \$1 billion - \$5 billion
- \$5 billion - \$10 billion
- More than \$10 billion

Name of the mentor/candidates

1. Mentor :.....
2.
3.
4.
5.

- Do you offer time off during the exam period?
- Do you compensate if the candidate earns the CMA credential?
- Do you consider professional certification as part of your talent development program?
- Do you have a system in place to monitor, review, and record the candidate's study and exam performance?
- Do you offer any training on management accounting?
- Will you provide financial assistance in fulfilling the CPE credits?
- Will you provide candidates with opportunities to obtain practical work experience related to management accountants (yes/no)? How?

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Fill this form, save it and email it to imamiddleeast@imanet.org

IMA Middle East

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