



# Process, Performance and Cost Management

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**President & CEO - CMA Canada**



October 23, 2007  
CMA-CAM-I Summit







## CMA – Connecting Strategy, Management and Accounting



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## CMA – Connecting Strategy, Management and Accounting

# What Have We Accomplished?



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## CMA – Connecting Strategy, Management and Accounting

### What Have We Accomplished?

- ☑ Strategic Plan for All Partners



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## CMA – Connecting Strategy, Management and Accounting

### What Have We Accomplished?

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map



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## CMA – Connecting Strategy, Management and Accounting

### What Have We Accomplished?

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map
- ☑ Renewed Strategic Leadership Program



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## CMA – Connecting Strategy, Management and Accounting

### What Have We Accomplished?

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map
- ☑ Renewed Strategic Leadership Program
- ☑ CMA Partnership Risk Management Framework



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## CMA – Connecting Strategy, Management and Accounting

### What Have We Accomplished?

- ✓ Strategic Plan for All Partners
- ✓ CMA Competency Map
- ✓ Renewed Strategic Leadership Program
- ✓ CMA Partnership Risk Management Framework
- ✓ **Balanced Scorecard**





## **What Have We Accomplished?**

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map
- ☑ Renewed Strategic Leadership Program
- ☑ CMA Partnership Risk Management Framework
- ☑ Balanced Scorecard
- ☑ **CMA Canada Research Foundation**



## What Have We Accomplished?

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map
- ☑ Renewed Strategic Leadership Program
- ☑ CMA Partnership Risk Management Framework
- ☑ Balanced Scorecard
- ☑ CMA Canada Research Foundation
- ☑ **New Governance Structure**



## What Have We Accomplished?

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map
- ☑ Renewed Strategic Leadership Program
- ☑ CMA Partnership Risk Management Framework
- ☑ Balanced Scorecard
- ☑ CMA Canada Research Foundation
- ☑ New Governance Structure
- ☑ **Quality Excellence – NQI Level 2 Achieved**



## **What Have We Accomplished?**

- ☑ Strategic Plan for All Partners
- ☑ CMA Competency Map ★
- ☑ Renewed Strategic Leadership Program ★
- ☑ CMA Partnership Risk Management Framework
- ☑ Balanced Scorecard
- ☑ CMA Canada Research Foundation ★
- ☑ New Governance Structure
- ☑ Quality Excellence – NQI Level 2 Achieved







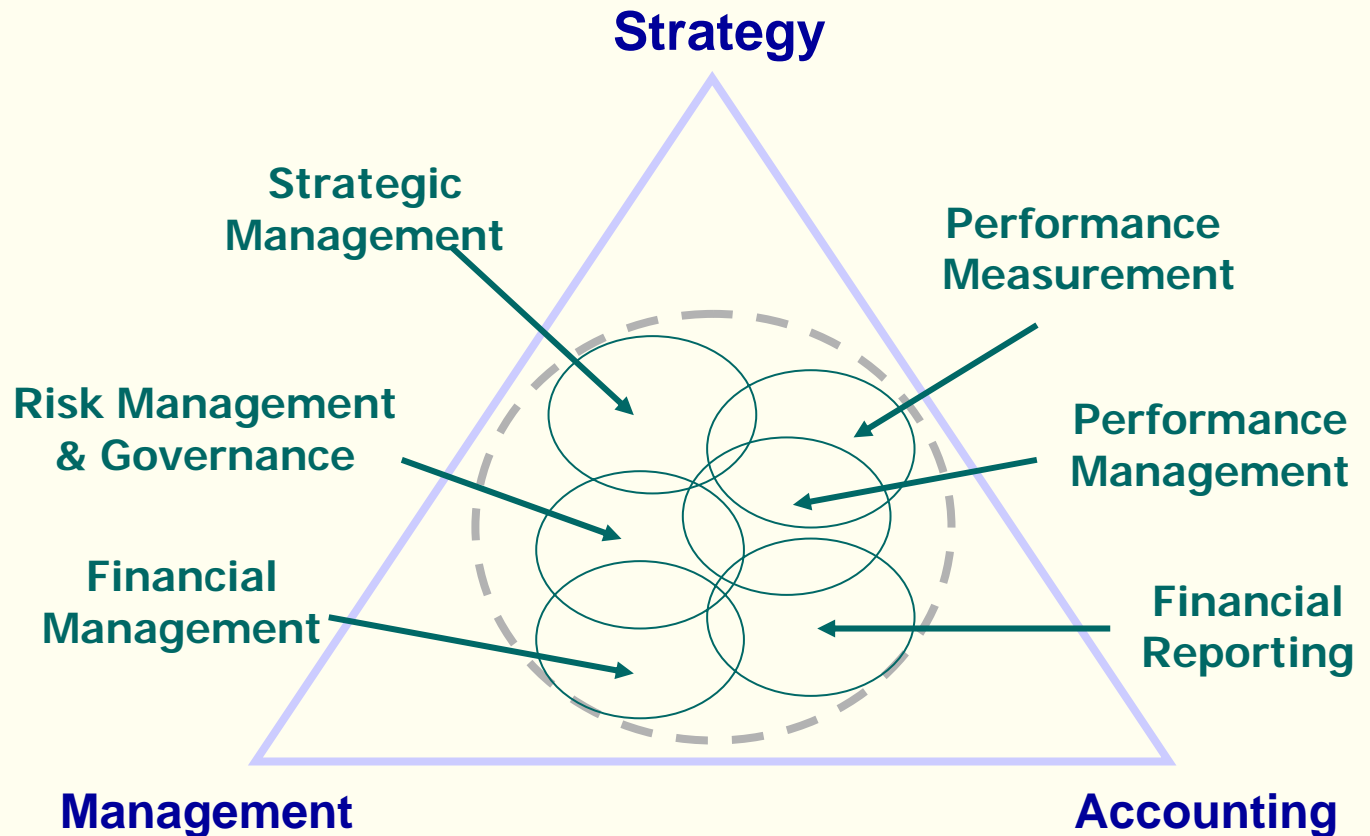
## Key Strategies

- CMA is positioned in the market as the owner of strategic management accounting
- CMA is branded as the prestigious credential in strategic management accounting
- The value proposition for members is articulated and executed
- CMA ensures quality growth of the membership
- CMA is positioned as the leader in research in strategic management accounting
- CMA demonstrates organizational excellence





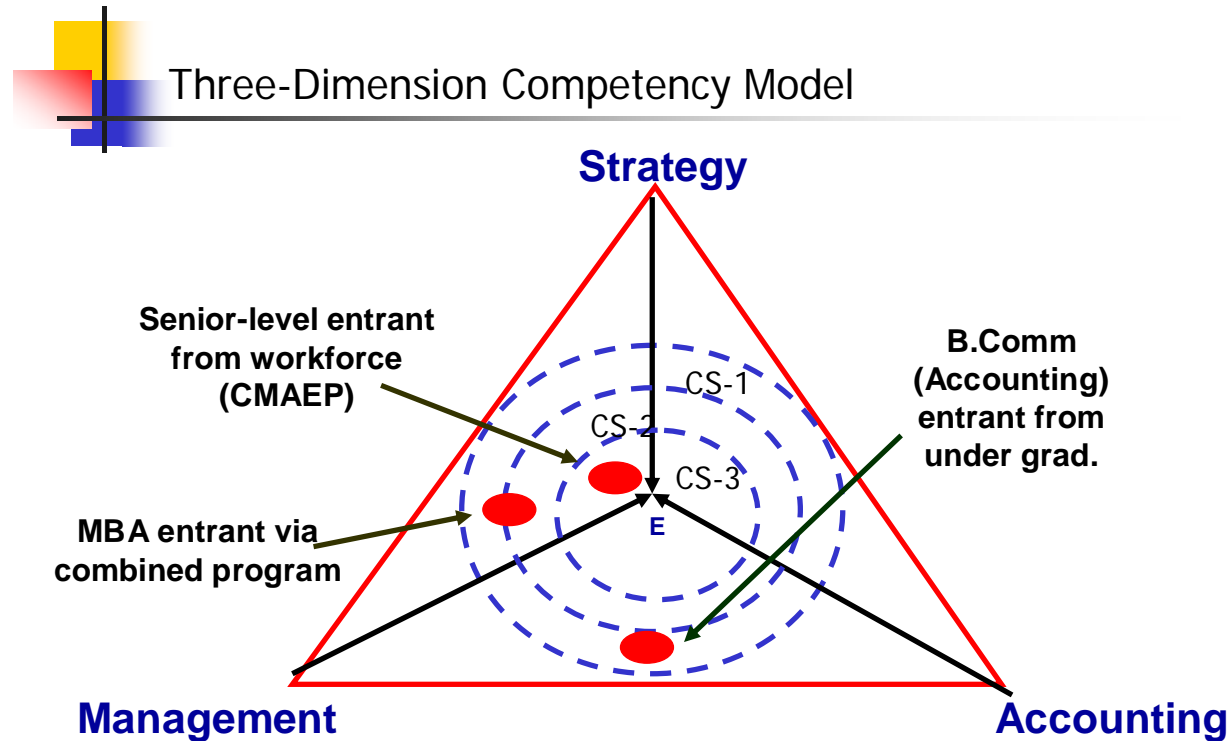
# The CMA Competency Map



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## The Career Stage



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## CMA – Connecting Strategy, Management and Accounting

☑ Renewed Strategic Leadership Program



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Accountants



VALUE INNOVATION:  
Creating The CMA Blue Ocean

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# The Disney Way

Harnessing the Management  
Secrets of Disney  
in Your Company

**Bill Capodagli and Lynn Jackson**

Foreword by John Christensen, coauthor of the best-selling book *TISH!*

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# Challenges



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