



# IMA CORPORATE PARTNER PROGRAM



The Association of  
Accountants and  
Financial Professionals  
in Business

# Recognizing your COMMITMENT

You've committed to your people and to developing their skills. Plus, you want to empower your team to help drive your organization's success. IMA® (Institute of Management Accountants) is here to help you with that journey and recognize you for your achievements. To reward organizations like yours, IMA now offers the ability to be recognized as an IMA Corporate Partner.

The program provides your team with powerful resources, including **in-house ethics training, continuing education, exclusive discounts, networking and conference opportunities, and more.** It can also bring training for IMA's globally respected CMA® (Certified Management Accountant) certification directly into your organization.

As an **IMA Corporate Partner**, your team can benefit from many resources and feel empowered. Your organization can benefit, too – You'll build employee loyalty, boost staff retention, and help them prepare for, and pass, the CMA exam. Demonstrate that you take the training and development of your staff as seriously as you take everything else in your business.



“As a longtime CMA and CFO, I have truly seen the value of the certification for myself and my team. I can rely on the insight and foresight CMAs bring to the table.”

– DAVID B. BURRITT, CMA, PRESIDENT & CEO, U.S. STEEL CORPORATION



## By the NUMBERS

When CFOs were asked about making an investment in their staff\*

\*\*Investing in Credentials," Robert Half, 2019  
\*\*\*Achieving a Competitive Advantage in the Digital Age - The Value of Training and Certification," IMA, 2019

# 41%

of CFOs saw an increase in employee productivity when investments into staff were made\*

# 72%

of organizations that value certification are more likely to have a highly effective F&A function\*\*

# 50%+

of Fortune 500 companies employ at least one CMA on their accounting and finance team\*

# Unlocking the power of YOUR PEOPLE

Become a Gold or Platinum-level Partner and start experiencing transformation through a suite of powerful resources and training programs from IMA. The more you support your team, the more they will benefit.



## Gold-Level Partner

15% discount on IMA membership and CMA entrance fee

Two (2) in-house CMA information sessions annually

Customized CMA tips webinar with live Q&A

In-house ethics webinar to all staff

One (1) free IMA Annual Conference & Expo registration and discounts at IMA events

One (1) free IMA membership

Quarterly evaluation and realignment of your training needs

Have 30 IMA members on staff

Enroll a minimum of 10 employees in the CMA program

Reimburse employees for their IMA membership and CMA program and exam fees (partially or in full)

Support and promote the CMA program and ongoing CPE requirements among employees

BENEFITS

REQUIREMENTS



## Platinum-Level Partner

25% discount on membership and CMA entrance fee, including discounts on study materials

Two (2) in-house CMA information sessions annually

One (1) yearly instructor-led, in-house CMA review course, open to all CMA candidates

Customized CMA tips webinar with live Q&A

In-house ethics webinar to all staff

Three (3) free IMA Annual Conference & Expo registrations and discounts at IMA events

Unlimited access to IMA's career management tool, CareerDriver®, for five (5) non-IMA member employees

Have 50 IMA members on staff

Enroll a minimum of 25 employees in the CMA program

Reimburse employees for their IMA membership and CMA program and exam fees (partially or in full)

Provide opportunities for CMA candidates to demonstrate their skills and gain practical experience

Support local IMA events

# Certifying EXCELLENCE



The cornerstone of the IMA Corporate Partner Program is IMA's prestigious and rigorous certification, the CMA. For 50 years, the CMA certification has been the global benchmark for accounting and finance professionals. CMAs have mastered the skills you need from your team, including financial planning and analysis, performance, and control.

**CMAs bring strategic thinking, applied work experience, and the ability to convert data into dialogue and insights into action.** If your organization wants to close the skills gap and gain a competitive edge in the market, encourage your accounting and finance staff to earn the certification.

## The CMA exams

Revised in 2020 to reflect the new demands of the accounting and finance profession – tests expertise in 12 core practice areas:

External Financial Reporting Decisions	Financial Statement Analysis
Planning, Budgeting, and Forecasting	Corporate Finance
Performance Management	Risk Management
Cost Management	Decision Analysis
Internal Controls	Investment Decisions
Technology and Analytics	Professional Ethics

# Why CMA?

CMA certification enables your team to perform at a higher level and support the rest of your organization as true business partners. Its advantages:

**Expert Skills**

Through two rigorous exams, the CMA validates mastery of core business skills required of valuable strategic advisors in your organization. Having CMAs on your team assures you of on-the-job expertise and improved organizational performance.

**Globally Trusted**

CMAs are members of IMA, the leading association of accountants and financial professionals in business with about 140,000 members in 150 countries. IMA is the global benchmark for accounting and finance associations.

**Empowered Staff**

By supporting CMA certification and continuing education, your organization demonstrates its commitment to the professional development of your staff. You gain a way to empower, recognize, and, ultimately, retain your most accomplished professionals.



“The training for the CMA certification process will provide comprehensive knowledge for the team, from core finance topics to professional ethics.”

– GÖKMEN ONBULAK, CFO, MERCEDES-BENZ FINANCIAL SERVICES, TURKEY

The CMA Program:  
**BY THE NUMBERS**

**12** Practice areas covered in 2 exams

**50** Years of CMA certification

**12-18** Months it typically takes to complete both exam parts

**30** Hours of CPE required annually to maintain certification

**IMA IS HERE TO SUPPORT YOU AND YOUR  
ORGANIZATION WITH A WIDE RANGE OF RESOURCES:**

the CMA<sup>®</sup> (Certified Management Accountant) and CSCA<sup>®</sup> (Certified in Strategy and Competitive Analysis) certification programs, continuing education, staff career development, research and publications, events, and access to a global professional community.

*Reach out to our team to create a turn-key  
program for your staff.*

Contact your local IMA office at  
[LBeaudoin@imanet.org](mailto:LBeaudoin@imanet.org)



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