FINANCIAL EXPERTISE

CGMAs DRIVE SUSTAINABLE BUSINESS SUCCESS

BUSINESS INSIGHT

THE SKILLS YOU NEED IN A CHANGING WORLD
CURRENT BUSINESS CHALLENGES

A fast-moving and complex world demands the right skills to drive business success

Business is changing and management boards across the world are facing an array of increasingly complex issues to navigate their businesses through:

- Finding fresh sources of growth: organisations are looking at new and unfamiliar markets, each with their own commercial and cultural challenges.
- Global regulation: national and international regulations are putting organisations under pressure to comply with differing rules and protocols across their operating markets.
- The recession: the sovereign debt crisis and resultant recession have crippled Western markets’ confidence, having a dramatic impact on the global economy as a whole. With strains being seen in both private and public markets, the need for strict performance management and cost controls is paramount.
- Innovation of new business models: organisations are migrating towards developing local and global capabilities with cross-functional teams to execute strategies faster and manage risks better.
- Transparency and ethical behaviour: are of growing importance with corporate conduct firmly in the spotlight. Trust and reputation have direct cost implications for the bottom line.
- Ascent of developing economies: economic power is shifting fast, with China and India becoming powerhouses of global commercial activity, which is driving an equally strong war for talent. In such changing environments, the ability to deal effectively with risks and manage opportunities has never been more important.
- Unstoppable rise of digitisation: the digital world and the rise of cloud computing are creating opportunities and forcing organisations to reassess the way they work.
- Sourcing talent: organisations are taking a much more global approach to sourcing their talent.
- Information management: senior management need better information on their return on investment in people, customer satisfaction, staff productivity and employees’ needs.
- Outsourcing: turning to external suppliers is becoming central to the operations agenda, driving through efficiency gains.
- Focus on cash, costs, forecasting, resources and systems: these fundamental finance principles are more important than ever.
- Gen Z: this young generation will enter the workforce in the next few years; technologically fluent and connected, with a multicultural outlook and ingrained entrepreneurial streak – they will want roles that reflect these traits.

In the middle of all this change, one thing is clear: businesses need the right people with the right skills in order to drive sustainable business performance. In particular, two capabilities – financial expertise and business insight, giving companies an essential competitive advantage.

“Our CGMAs provided a deep analysis of client recoveries per clients and sectors. They also helped benchmark our competition, and provided recommendations to ensure we are market leading. This allowed us to make some serious decisions around the utilisation of our people and our focus on investment.”

Reyaz Mihular FCMA, CGMA
Managing Partner,
KPMG, Sri Lanka and Maldives
AICPA and CIMA – two of the world’s most prestigious accounting bodies – are committed to your CGMA designation holders having the competencies relevant to today’s business environment.

The route to the CGMA designation includes a combination of exams, experience and is educationally equivalent to a master’s degree. Employees progress through educational programmes and assessments, gaining experience and demonstrating knowledge of operational, managerial, strategic and ethical issues.

CGMA professionals are business strategists who can link the board’s objectives and the rest of your organisation, guiding critical business decisions and creating sustainable business success.

They embody adaptability, mobility and leadership. And when opportunities arise within different parts of your organisation, CGMAs have the relevant skills and determination to move to other departments within the company and around the world. They are true business leaders who bring incisive thinking to your leadership team.

Two routes to the CGMA® designation

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CIMA – around the world

Your employees will progress through the CIMA Professional Qualification. Those who obtain the qualification, and the professional experience criteria, will become a Chartered Global Management Accountant® (CGMA®) designation holder.

AICPA – United States only

The CGMA designation complements the US CPA credential. US CPAs can obtain the designation by meeting management accounting experience requirements, in addition to the exam and experience requirements of earning the US CPA credential.

Both pathways are supported by product and service portfolios that ensure your people are equipped to navigate business challenges. The AICPA and CIMA support and encourage sustainable business growth and outstanding performance with both instructor-led and online learning experiences, in-depth research, tools and techniques. In addition, employer accreditation programmes are offered to help you support your staff while they obtain the skills that will drive your business growth.

The AICPA and CIMA are global leaders in the accounting profession. Our members follow international codes of ethics to ensure that the work they do on behalf of organisations and the public is of the utmost integrity. To keep pace with the changing business world, we work closely with employers and sponsor leading-edge research. The result is a robust qualification and the most relevant designation for members working in business, industry and government.

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### CGMA® designation holders blend financial expertise and business insight

They build on financial accounting, adding value through their understanding of how the different parts of a business come together. They take a strategic perspective, looking outside the organisation and to the future. They manage performance, challenge constructively and provide an objective view informed by their ethical standards.

With their business insight, CGMAs can translate complex information and communicate it effectively. They enable their organisations to act entrepreneurially – to solve problems, take the right decisions, fund them properly and implement them successfully.

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### Not all accounting is the same

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Supporting your business

We can work with you to attract, develop and retain the best talent. Our consultative approach means we’ll listen to your business needs and understand how you want your people to behave and perform. We will tailor our range of services to ensure you gain the biggest advantage, working with you to:

- Recruit quality talent at all levels of your organisation, through our established partnerships.
- Understand your skills and competency needs and dovetail our qualifications and CPD services to maximise financial expertise and business insight.
- Help spark the next big idea by involving your organisation and people with our CGMA innovation themes.
- Maximise the resources available through our CGMA community.
- Provide support for upholding professional standards and ethics.

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- CIMA Professional Qualification – completion secures members the CGMA designation
- US CPA with three years of management accounting experience – secures CPAs the CGMA designation
- CIMA Certificate in Business Accounting
- CIMA Certificate in Islamic Finance
- AICPA Certification in Financial Forensics (CFF)
- AICPA Accredited in Business Valuation (ABV) credential
- AICPA Certified Information Technology Professional (CITP) credential

- University partnerships
- Graduate recruitment
- Online job portals
- Sponsorship and advertising opportunities

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- Continuous professional development (CPD) courses: CIMA on demand, CIMA Mastercourses, CIMAplus, CPD Academies and CPD online planner
- Online support – Harvard ManageMentor® and Business Source Corporater®
- CGMA products – cgma.org/development
- AICPA conferences
- AICPA store

- AICPA and CIMA represent the largest global accounting community with more than 500,000 professionals
- Access to like-minded peers through CGMA sponsored online communities
- Access to technical and ethics hotlines
- Accreditation schemes to support study progression

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- Online resources at cimaglobal.com/knowledge, cgma.org/resources and aicpa.org
- Excellence in Leadership magazine
- Journal of Accountancy
- CGMA magazine
- Financial Management magazine
- Management innovation reports and tools
- Conference and roundtable events
- Newsletters
MAKING A DIFFERENCE

Chartered Global Management Accountant® (CGMA®) designation holders add value to the world’s leading organisations. They guide critical business decisions for organisations of all sizes, including some of the world’s largest employers. Using management accounting research, tools and techniques, they manage opportunities and risks and bring insight that drives strong business performance. The designation is founded upon the CIMA syllabus and a number of CGMA business performance successes are outlined below.

100% TATA STEEL

Outsourced logistics operation bringing 100% accuracy for stock count, cost savings and above 95% customer satisfaction.

Kevin Lo ACMA, CGMA
Financial Controller, Tata Steel International

600k

New customers attracted to PG Tips brand, driving brand loyalty.

Mark Shadrack ACMA, CGMA
Vice President Finance, Unilever

15%

Net present value over three to four years. Project has provided foundation for acquisitions worth multiple billions of dollars.

Simon Henry FCMA, CGMA
Group CFO, Royal Dutch Shell

5% Deloitte

Attrition rate among Deloitte Finance consultants lowered from an industry average of 15-20% to less than 5% by offering support for CIMA training.

Justin Watson
Head of Finance Talent, Deloitte

£65m DIAGEO

Spend on innovative green technologies resulting in a distillery that recycles 31% of its water and 85% of its steam and electrical power.

Paul Walsh FCMA, CGMA
CEO, Diageo

15% IMPLATS

Management accounting expertise enhances services sales initiatives at Dell by up to 10%.

Jon Rhymes ACMA, CGMA
EMEA Service Business Development Finance Director, Dell

20% IMPLATS

Management accounting principles drive 20% lower costs than peers.

Leon van Schalkwyk FCMA, CGMA
Group Executive: Strategic Finance, Impala Platinum

£3bn Ministry of Defence

Delivering crucial cost reductions of a £3 billion budget at RAF Air Command.

Colin Evans
Royal Air Force Deputy Command Secretary Resources, Air Command, Ministry of Defence (MoD)

£3bn Ministry of Defence

10% DELL

Management accounting principles drive 20% lower costs than peers.

Leon van Schalkwyk FCMA, CGMA
Group Executive: Strategic Finance, Impala Platinum

£65m DIAGEO

Spend on innovative green technologies resulting in a distillery that recycles 31% of its water and 85% of its steam and electrical power.

Paul Walsh FCMA, CGMA
CEO, Diageo

15% IMPLATS

Net present value over three to four years. Project has provided foundation for acquisitions worth multiple billions of dollars.

Simon Henry FCMA, CGMA
Group CFO, Royal Dutch Shell

£3bn Ministry of Defence

Delivering crucial cost reductions of a £3 billion budget at RAF Air Command.

Colin Evans
Royal Air Force Deputy Command Secretary Resources, Air Command, Ministry of Defence (MoD)
CIMA, founded in 1919, is the world’s leading and largest body of management accountants, with more than 203,000 members and students operating in 173 countries. We provide a series of qualifications including the CIMA Professional Qualification – completion of which secures CIMA members the CGMA designation.

CIMA’s five key regional offices:

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The AICPA is the world’s largest member association representing the accounting profession, with nearly 386,000 members in 128 countries and a 125-year heritage of serving the public interest. AICPA members who meet the qualifying criteria of the US CPA credential plus additional experience requirements in management accounting are eligible for the CGMA designation.

AICPA has offices in the following locations:

New York, New York
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Durham, North Carolina
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Ewing, New Jersey
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Washington, D.C.
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