

By Jeffrey C. Thomson



A Value Pledge for IMA Members

IMA is on a path to continuous improvement using business best practices, and it has many valuable products and services that can help members improve their skills, performance, and productivity.

Dear IMA Members:

A new year has begun, a time when many of us renew our personal and professional commitments. The same is true for the Institute of Management Accountants (IMA®). I'd like to begin this new year by offering you our Value Pledge to members:

IMA pledges to continually work to enhance the value of your membership while connecting you to tools and resources to help you improve your or your staff's skills, performance, and productivity.

It may seem a bit odd that my first bimonthly opportunity to engage with you in *Strategic Finance* magazine starts with a Value Pledge to members. This is important because I'd like to begin the year with a message about value, and it must come from the top of the organization. In fact, I'm concentrating each of my Top Line letters to you on some component of value.

I want to remind you about a few of IMA's current products and services that are designed to improve productivity and enhance the potential of organizations (with more to come). We are on a path to continuous improvement using business best practices, and I believe there is inherent value that perhaps not all members are familiar with. Spread the word, and give us your thoughts on how to make this current product/service set more valuable!

◆ IMA offers live *Inside Talk* webinars for free. These monthly events cover topics that help improve efficiency and effectiveness, such as lean accounting, planning and budgeting, financial leadership, and more. Certified Management Accountants (CMAs) can earn free CPE credit by attending the live events, and all members can view archives on IMA's website. Visit www.imanet.org/development_webinar.asp.

◆ In addition to *Strategic Finance* magazine, IMA offers other professional publications such as *Management Accounting Quarterly (MAQ)*, the *IMA Educational Case Journal (IECJ)*, and *Statements on Management Accounting (SMAs)*. *MAQ* is a quarterly online publication that contains articles

offering more in-depth practical research and guidance on topics relevant to academics and practitioners. *IECJ* is a quarterly online collection of case studies on practical and relevant topics that can be used in the classroom or in a corporate "lunch and learn." *SMAs* are concise guides that help practitioners learn and implement a new body of knowledge with a comprehensive set of resource listings. See Publications at www.ima.net.org/publications.asp.

◆ Through its professional publications, IMA has developed "roadmaps" to help candidates successfully complete the CMA and Certified Public Accountant (CPA) exams and earn an MBA. Today's economic environment requires that students and seasoned professionals differentiate themselves as much as possible. Earning one or more certifications is one path to this differentiation.

◆ Did you know that IMA has a series of virtual communities (listervs), e-newsletters, and advocacy committees designed to promote engagement and knowledge sharing among special audiences? Groups include young professionals, students, academics, CMAs, and practitioners in small

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business, government, technology, healthcare, and other industries.

Visit www.imanet.org/communities_chapters.asp to learn more.

I consider this an “engagement” message because I truly want to hear your thoughts about IMA’s value proposition in serving members and growing the global profession of management accounting. If you want to help your association grow and advance our profession, “you have to be in it to win it.” Write to me at jthomson@imanet.org and tell me your specific ideas. I am here to listen—and to act.

Sincerely,

Jeff Thomson

IMA President and CEO