

Message from the Chair

By John M. Brausch, CMA, CFM, CPA



A Winning Game Plan

The combination of the best strategy and the best execution of that strategy produces teams and organizations that are successful. IMA's increasing focus in this area is already producing good results.

Football is one of the reasons why autumn is my favorite time of the year. I love the sport and immerse myself in as many games as I can. I particularly love it because it provides a perfect blend of strategy and execution. The better team doesn't always win, but it's a guarantee that the team with the combination of the best strategy and the best execution of that strategy will win. I almost never watch a game without taking away some application to my work life as I ask myself questions such as: Who had the best strategy? Who best executed that strategy? Who was able to adapt its strategy to the changing conditions during the game? For me, football offers a three-hour encapsulation of some of the same issues each of us faces every day.

It's no different for the Institute of Management Accountants (IMA®). The strategy we design, execute, and adapt to the environment around us will portend our success and our impact on the profession. One subject that's con-

stantly raised in my discussions with IMA members is my opinion of IMA's strategy and my expectations for the execution of that strategy. I'm bullish on both.

One of the remarkable changes I've seen during this past year is IMA's increasing focus on business strategy and its execution. Good business strategy needs to be well planned and well executed. By this measure, IMA is in good shape.

Beyond this, however, IMA is measuring its performance and comparing results to plans just as you would in your businesses. Put simply, IMA's strategy is to increase membership and the number of Certified Management Accountants (CMA®s). This strategy isn't complicated and doesn't need to be, but it's the engine that drives IMA and the actions of every employee in our Montvale, N.J., USA, headquarters and their dealings with members and potential members around the world. It's also the focus for our dedicated volunteers who are striving to make IMA even more relevant to the profession.

Although IMA's strategy isn't complicated, it's well-thought-out and is being executed relentlessly by a dedicated team of staff and volunteers. It also fully supports IMA's vision of empowering ac-

countants and financial professionals to become "trusted business advisors" who play a role in driving their organizations' business success and in advancing their own careers.

Just look at the statistics: IMA membership is up by 523 since January. We provide best-in-class certification and continuing education for our members, and we continue to grow worldwide with members in 132 countries. The CMA exam continues to grow with a 16% increase in the number of new candidates for the fiscal year just ended compared to the previous year. Not only is the CMA exam growing, but it's growing worldwide with a 13% increase in the U.S. and an 18% increase internationally in the number of candidates joining the CMA program. The number of parts of the exam taken also increased substantially—by 28% for the year just ended. I'm proud that IMA is once again growing and that our flagship product, the CMA, is growing as well. We're successfully implementing our strategy, and we're having an immense positive impact on the profession.

That's what I call a winning game plan.

As always, I welcome your comments at jbrausch@imanet.org. **SF**