



Motivate, Empower, and Inspire

No matter what position you hold in your organization or what area of accounting or finance you want to make your career, you need to develop leadership skills. And you don't have to go far to find training—IMA has a host of top-notch learning tools.

If you're reading this magazine, chances are you recognize that IMA® membership offers value to your career. Defining that value can be a tricky proposition, but according to a spring 2011 survey of more than 3,000 members, among the five top reasons why members join IMA is “to show that they are professionals.” Being considered a professional entails many characteristics, and foremost among them is the quality of leadership: the ability to motivate, empower, and inspire others.

IMA provides an extensive arsenal of tools and resources to help members develop and improve their leadership capabilities. Just two years ago, for example, we introduced our highly popular Leadership Academy, which offers a monthly education series for entry- and intermediate-level accountants and financial professionals who want to strengthen their leadership skills. Courses are presented via webinar, which allows participants to learn conve-

niently from home or the office. Leadership Academy webinars are delivered via the Web using standard Web browser technology and audio broadcasting. This means participants will simply view the webinar using the standard Web browser installed on their computer, and the audio portion of the webinar will be delivered through the computer's speakers or the attendee's headphones. IMA members participate at no additional cost and reap the benefits of knowledge that they might not otherwise get in their daily jobs. And certified professionals enjoy an added benefit: Participation in live Leadership Academy webinar sessions qualifies for NASBA-approved CPE credit.

The Leadership Academy features a variety of relevant topics including leadership, coaching, team building, and problem solving. Recent offerings have covered areas such as delegation skills, male/female communication, mentoring, personal and professional planning, and “The Speed of Trust” by guest speaker and renowned leadership guru Stephen M.R. Covey.

Along with these Leadership Academy webinars, IMA also offers a series titled *Inside Talk*

that explores a variety of management accounting and finance-related subjects, including leadership. This year's *Inside Talk* webinars have discussed topics ranging from “Key Strategies for Developing Leaders in Today's Competitive Environment” to “How to Attract and Retain Top Talent.” These live sessions also offer NASBA-approved CPE credit for certified professionals.

Leadership Academy and *Inside Talk* webinars are also recorded and are available within approximately one week after the live event. To view a recording of a past event, all members need to do is visit IMA's Webinar Library. But CPE credit is available only to those who participate in the live event.

Another avenue for leadership training is through IMA's chapter and council network. Many chapters and councils offer live versions of the sessions covered by the Leadership Academy throughout the year. Some also provide training in other specialized leadership areas, such as IMA's CLEW (Chapter Leadership Effectiveness Workshop) program. In addition, IMA offers a series of chapter and council volunteer leader teleconference calls to help members

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manage their chapters and councils. Check with your local IMA chapter to find out what's available in your area.

For those who prefer a more "immersive" leadership experience, there's no better place than IMA's three conferences. Our flagship Annual Conference & Exposition, held every June, features numerous educational sessions on the topic of leadership, including some led by the dean of our Leadership Academy, Lee Bertrand, and our dean-emeritus, Bud Kulesza. Next, our Middle East Conference brings together practitioners and academics from the Middle East, Africa, and Asia to share cross-cultural leadership perspectives.

For our youngest member population, IMA's three-day Student Leadership Conference attracts students and their mentors from across the U.S. (leadership is such a prime focus of the Conference that it's part of the name). This year's 12th Annual Student Leadership Conference will be held in Cincinnati next month, and it will expose students to a variety of speakers who will help empower them to succeed and lead others by example.

IMA makes it easy for members to learn more about all these leadership resources. Just visit www.imanet.org/leadership.

I encourage every one of you to take advantage of one, some, or all of these opportunities to boost your leadership skills. By doing so, you'll gain valuable knowledge that can help you do your job better, stand out from your peers, and even position your organization

for greater success.

I welcome your thoughts on this or any other topic. Please share them with me at

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