

By Jeffrey C. Thomson, CMA, CAE



# IMA's New Year's Resolution to You

A new year has begun—a time when many of us renew our personal and professional promises. IMA's resolution is to reaffirm to you that we will never waver from our focus and commitments.

## Dear IMA members,

When I became the CEO of IMA® in June 2008, I instituted the following Value Pledge:

*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.*

Now, more than six years later, I want to begin this year by reaffirming our dedication to always deliver by passionately serving members and teaming to achieve per IMA's Core Values that were implemented in 2009. Our spirit of team achievement extends to advancing our profession and to being responsible and caring partners within our various communities. In addition to the CMA® (Certified Management Accountant), the world's leading management accounting credential (and one of the fastest-growing accounting certifications), here are some ways in which IMA will con-

tinue to deliver value:

- ◆ IMA is on a path of continuous innovation to help members improve their skills, performance, and productivity and enhance the performance of organizations. IMA's Leadership Academy, for example, offers a comprehensive mentoring program as well as a suite of two dozen courses delivered in person at chapter and council events (both offer NASBA-approved CPE) to help members develop leadership skills. It also offers webinars on relevant accounting topics. Both are available free to members as a benefit, while many other associations charge an incremental fee.

## IMA is on a path of continuous innovation...

Also, creating specific courses focused on more in-demand topics from IMA's member needs survey regarding education allows us to better fulfill the needs of our members and society. In addition, we recently launched a new online program called IMA Live! for those who couldn't make it to IMA's Annual Conference & Expo-

sition in Minneapolis, Minn., last year, so members can view the professional development and accounting sessions that took place there. Creating new resources that are more focused and more readily available for you is a value-add to which we're committed.

- ◆ Developing thought leadership with global strategic partners such as ACCA (Association of Chartered Certified Accountants) helps us leverage complementary capabilities of both organizations to deliver leading-edge research on topics such as business partnering, pathways to becoming a CFO, technology opportunities, and developing a risk challenge culture. The report "A Risk Challenge Culture to Promote Good Risk Management Practices in the C-Suite and Across the Organization" explains how corporate culture can stifle employees, preventing them from raising important questions and concerns about risk management. It also notes that skepticism and a culture in which people are actively encouraged to challenge decisions and are rewarded for doing so can be highly effective in ensuring that organizations take the right course, so they must be promoted actively. Additionally,

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## Top Line

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IMA and ACCA have conducted joint in-person roundtables, chapter events, and more, resulting in greater value to our respective members.

◆ We now have more than 300 student and professional chapters, including 26 outside the United States, as we continue on our journey to be globally relevant but locally “friendly” in terms of products and services that fit with local culture and needs. Recently I helped launch a chapter in France, and chapters in India and elsewhere will follow. Establishing local chapters allows IMA to deliver the community aspect of networking, learning, and growing.

As we gear up for another year, IMA’s resolution is to keep member value front of mind; we pledge that to you. I truly want to hear your thoughts about IMA’s value proposition in serving members and growing the global profession of management accounting. Please e-mail me at [jthomson@imanet.org](mailto:jthomson@imanet.org) and tell me your specific ideas so that we can serve you better in the year ahead. **SF**

Sincerely,

Jeffrey C. Thomson, CMA, CAE  
*President and CEO*

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