



VISION STATEMENT

The world's leading association for management accounting and finance professionals.

MISSION STATEMENT

To provide a dynamic forum for management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and advocacy of the highest ethical and professional practices.

STRATEGIC IMPERATIVES

Create Value Proposition

Create, promote, and sustain member benefits that exceed the out-of-pocket and opportunity cost of engaging with IMA, including networking, specialized communities, certification, practical research, professional development, publications, affinity programs, and conferences.

Elevate Certification

Raise the profile of the Certified Management Accountant (CMA®) globally as the most appropriate certification for accountants working inside organizations, resulting in increased credibility, influence, and salary.

Attract, Engage, and Retain Members

Create, promote, and deploy products, services, and solutions that enable management accountants to be more effective in their careers and help them maintain a sustainable, life-long relationship with IMA.

Elevate the Brand

Raise IMA's profile globally, beyond the current member base, leveraging a compelling value proposition and body of knowledge for the profession.

STRATEGIC INITIATIVES

Body of Knowledge

IMA will define and sustain the global body of knowledge defining competency in management accounting and launch value-added educational products. Sub-projects of this initiative include the development of the framework itself and educational products such as Statements on Management Accounting (SMAs) and case studies.

Advertising/External Member Outreach

The primary objective of this initiative is to establish IMA as the premier association for management accountants globally through a comprehensive external advertising campaign designed to attract new members.

Community Revitalization

This initiative is intended to elevate the level of support provided to IMA's more than 200 chapters around the globe and to create sustained engagement at the local level. In order to grow, IMA must respond to the new member engagement opportunities driven by globalization and changing demographics.

Finance GRC

Finance GRC (Governance, Risk, and Compliance) is an extension of the existing SOX/ERM initiative and is intended to position IMA as a thought leader in the rapidly growing area of integrated GRC. The new products and services include resources delivered through IMA's Professional Learning Center online learning community and a specialized training program/certificate in assessing effectiveness of internal controls over financial reporting (ICoFR).

China Market Development

China is the fastest growing economic center in the world. As it transitions to a market economy with greater financial integrity and transparency, there is a critical shortage of accounting skill sets. IMA is uniquely positioned to satisfy this need since there is no locally based accounting training and certification programs available in China.

Global Certification: CMA Chinese Translation

In line with meeting the needs of the Chinese market, a key initiative is to offer the CMA exam to management accountants who are not fluent in English. This initiative introduces a Chinese language version of the CMA exam while maintaining the integrity and reputation of the credential.

Global Certification: Greenfield Review

IMA conducted an independent, comprehensive, and zero-based "Greenfield" review of the CMA program to increase the number of active CMAs and increase international exposure. This initiative covered all aspects of the CMA program—including program mission, eligibility requirements, translation, testing schedules, and structure of the assessments—except for the core content, which was validated by the 2006 Job Analysis that identified the activities performed by management accountants and the knowledge and skills they need to perform those activities.

Middle East Market Development

The greatest concentration of IMA's international members is in the Middle East. Our initiative strives to continue membership retention and growth in this part of the world. A quality exam translation and more localized services to members will help improve completion rates and create greater retention and growth.

"Project Cornerstone" Membership Database Replacement

IMA will improve membership data management by replacing its current database system with one that is scalable, Web-enabled, and offers professional association management capabilities, including data mining. Project Cornerstone is the single most important infrastructure project to change the vector and impact member retention and growth.