

# What's wrong with this picture?

Make sure that the next accounting or finance professional you place fits the job.

When you look for finance and accounting professionals to fill an opening, are you recommending candidates whose background is in audit and financial reporting? Is that the skill set required to actually do the job? Or does that mean considerable "on the job training"?

There is a certification that represents an individual's qualifications in the skills most finance and accounting departments inside organizations seek. The Certified Management Accountant (CMA®) is a globally recognized certification which validates expertise in finance and accounting with an emphasis on the work most finance professionals *actually do on the job*, including: performance management, budgeting, forecasting, and analysis.

Make the right recommendation for your next finance and accounting placement. Look for someone with their CMA and find one through IMA's Job Bank.

Visit our website [www.imanet.org/squareSHRM](http://www.imanet.org/squareSHRM) and learn about the best qualified accounting and finance professionals in the marketplace.

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