



# Be Strategic! Enhance Your Decision-Making Skills with the CSCA®

October 19, 2020



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and Competitive  
Analysis



The Association of  
Accountants and  
Financial Professionals  
in Business

# Webinar Features and CPE Credit



Asking Questions



Help



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# Today's Presenters



**Matt Workman**

Business Development Manager

[Matt.Workman@imanet.org](mailto:Matt.Workman@imanet.org)

1-800-638-4427 ext. 1637



**Lisa Beaudoin, CMA, CSCA**

Sr. Director, Business Development

[lbeaudoin@imanet.org](mailto:lbeaudoin@imanet.org)

1-800-638-4427 ext. 1706



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# Matt Workman's Biography

- As Business Development Manager for IMA, Matt develops and maintains relationships with companies, government agencies, and non-profit organizations. He functions as part of the larger global business development efforts of IMA, accelerating the growth of the CMA and CSCA credentials around the world.



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# Lisa Beaudoin's Biography

- As Director of Business Development for IMA, Lisa works with both companies and educational institutions to generate awareness of the benefits of belonging to a professional association.
- Lisa is a CMA and has also earned IMA's CSCA certification.



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# Today's Special Guests



**Christy Kurek Cox, CMA, CSCA, CPA**  
Controller  
**DeWitt Carolinas, Inc**



**J'Maine Chubb, CMA, CSCA, CPA, CGMA**  
Chief Financial Officer  
**Houston Airport System**



**Chris Powers, CMA, CSCA**  
Senior Manager, Manufacturing and  
Operations Finance and Strategy  
**Dunkin' Brands**



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# Christy Kurek Cox's Biography

- Christy Kurek Cox is the Controller for the real estate development firm Dewitt Carolinas in Raleigh, North Carolina, and she earned the CSCA credential just earlier this year. She is also a CMA and CPA.
- In her current role, Christy is overseeing the accounting team, along with human resources and even some IT functions.



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# J'Maine Chubb's Biography

- J'Maine Chubb is the Chief Financial Officer of the Houston Airport System. As the CFO, he is responsible for the organization's overall financial health. He provides financial leadership by working with the Executive Management Team to establish long-range financial goals, strategies and plans while also ensuring that short-term funding needs are met.
- J'Maine holds the CMA, CSCA, CPA and CGMA credentials.



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# Chris Powers' Biography

- Chris Powers is the Senior Manager of Manufacturing and Operations Finance and Strategy at Dunkin' Brands in Canton, Massachusetts.
- Having served in several roles at Dunkin' Brands, Chris has extensive experience in sales and market forecasting, FP&A, cost / benefit evaluation, strategic planning, budgeting and financial management.



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# Today's Agenda

1

Why the CSCA?

2

CSCA Exam Details

3

Preparing for the CSCA

4

CSCA Testimonials

5

Q & A



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# Why the CSCA?



# Strategy as a Differentiator

Studies show that businesses that successfully execute strategies outperform those that don't by a factor of 2 to 1.

40% of managers believe the greatest challenge is the failure to align their plans with the Corporate Strategy.

*Source: Harvard Business Review*



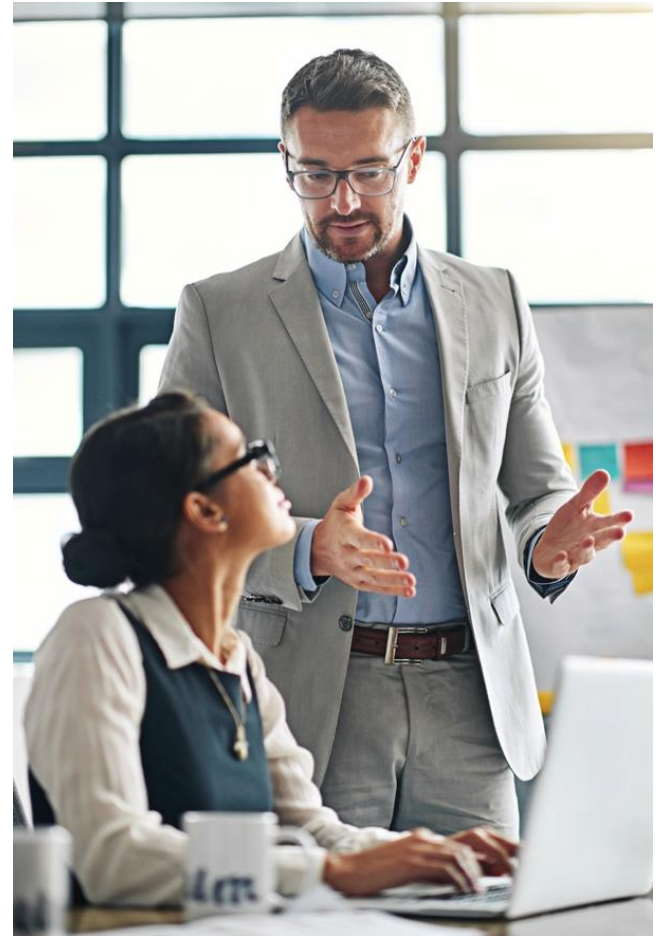
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# The Need for the CSCA

The CFO team is being challenged to combine skills in strategy, operations, technology, and leadership, as well as accounting and finance, in order to become value creators.

The CSCA complements the strong planning and analysis skills developed with the CMA, adding strategic perspective and building expertise to drive strategic planning.



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- The CSCA is a specialty credential for certified accounting professionals who want to gain in-depth knowledge of strategic planning
- Offered globally (in English)
- Available to CMAs or CFMs

# Invest in Your Success!



Enable and sustain your career growth

Reinforce your CMA with special expertise

Gain in-demand knowledge and skills

Differentiate yourself from your peers

Provide a strategic perspective

# CSCA Details





# Key Content Areas



Strategic  
Analysis

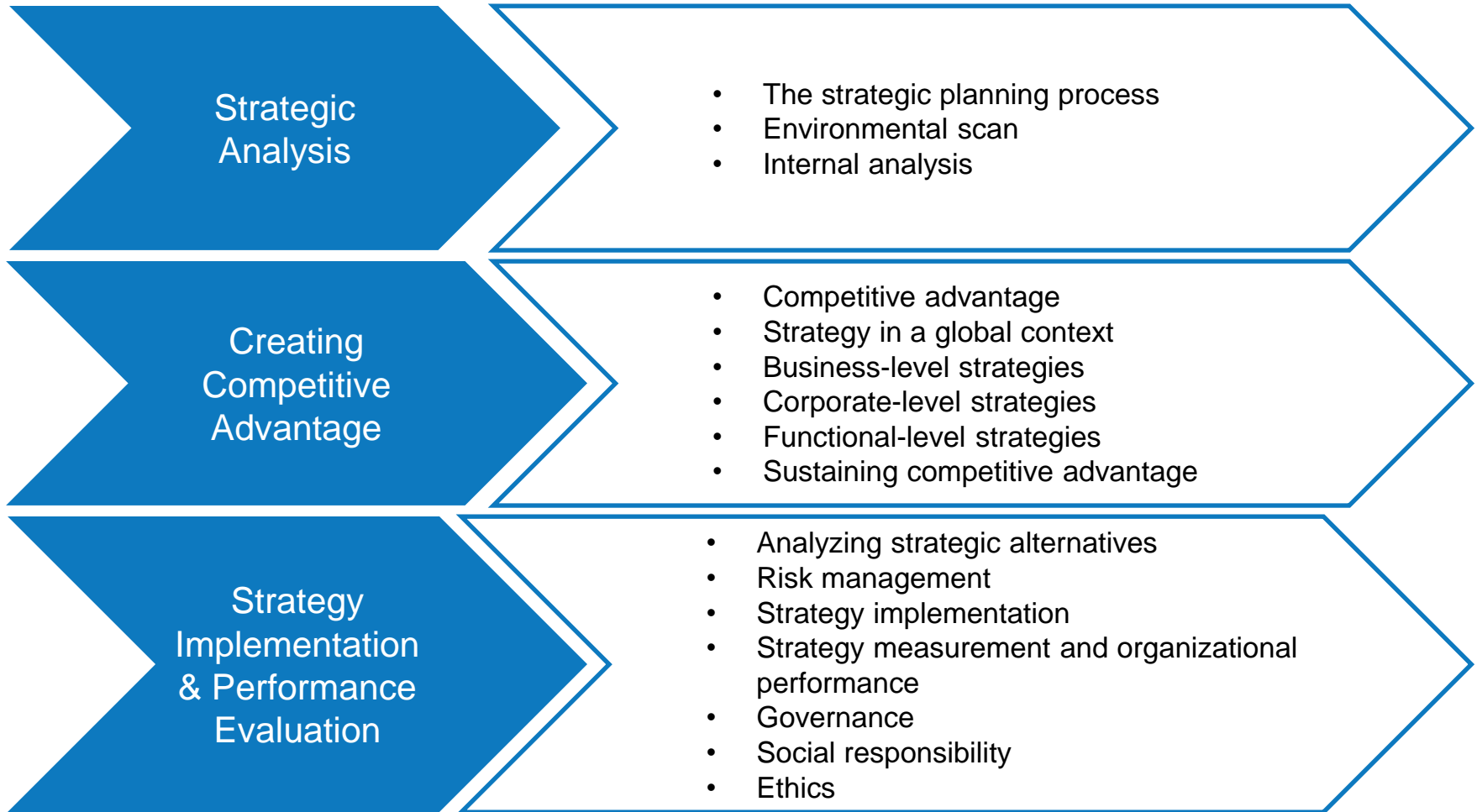


Creating  
Competitive  
Advantage



Strategy  
Implementation  
& Performance  
Evaluation

# Exam Content



# Exam Overview

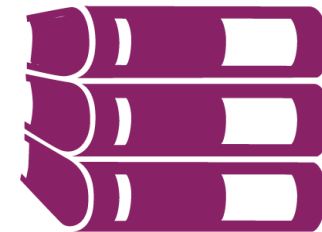
## Testing Windows

- Exam offered every year in **March & September**



## Exam structure

- 3 hours
- 60 multiple-choice questions
- 1 case study



## Scoring

- Scaled score from 0 to 400
- Passing score = 280 or higher



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# What Happens After the Exam

- **Exam results**

- Available 8 weeks after end of testing month

- **If you pass**

- You will receive e-mail notification and then an official Certificate will be mailed to you
- You will earn 30 CPE

- **If you don't pass**

- Performance Report is sent to you ~ 2 weeks after exam results are available
- Shows topics that need improvement



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# Preparing for the CSCA



# How to Prepare for the CSCA Exam

## Learning Resource Materials

- CSCA Candidate Handbook
- Content Specification Outline (CSO)
- Learning Outcome Statements (LOS)
- Reading List
- Resource Guide
- Ratio & Formula Definitions



## IMA Strategy and Competitive Analysis Learning Series®

5 Online Self-Study Courses\*

Practice Question Bank



\* Required book: *HBR's 10 Must Reads On Strategy*.



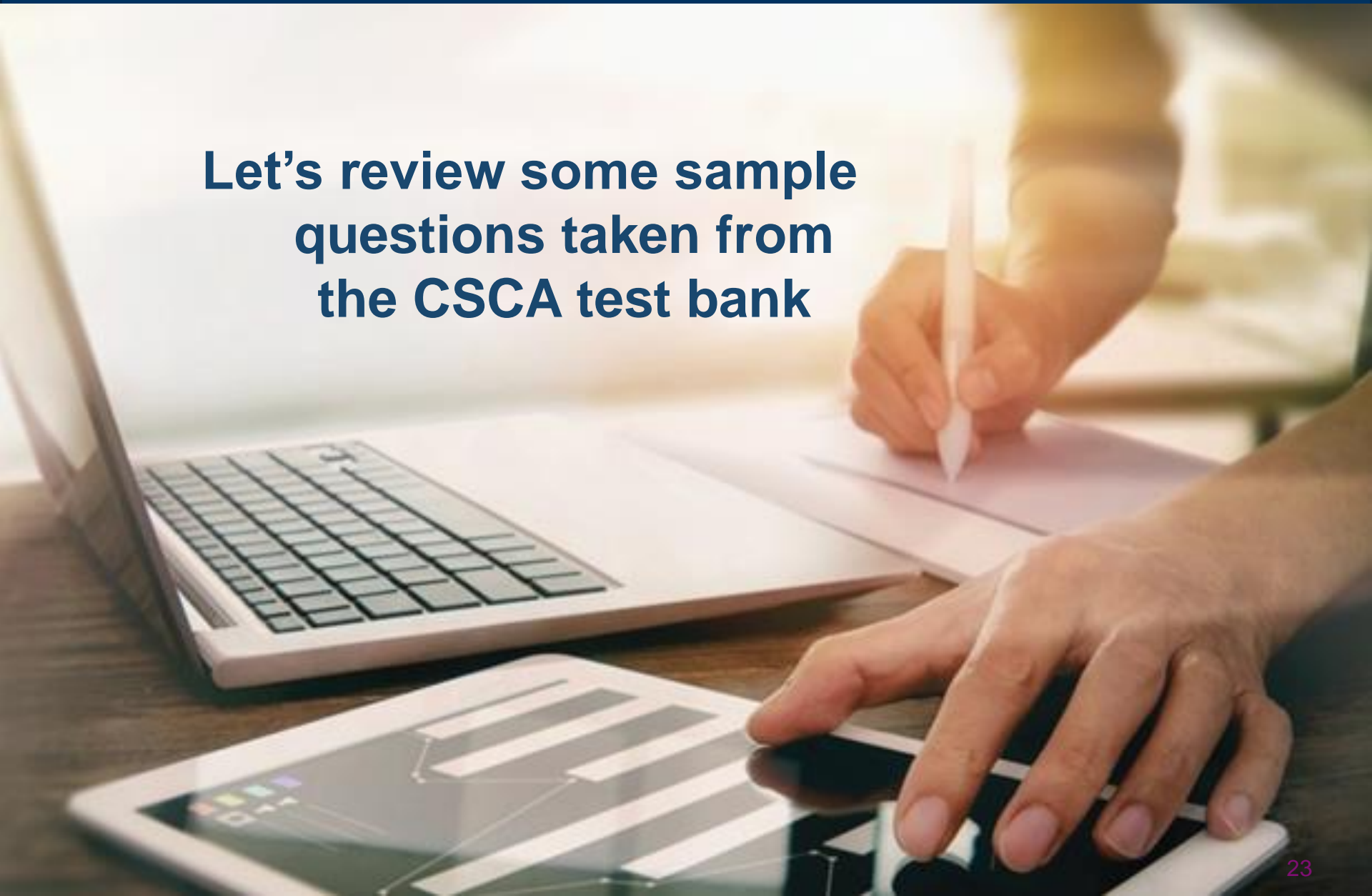
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# Let's Try a Few CSCA Questions!

**Let's review some sample questions taken from the CSCA test bank**



# Sample CSCA Question #1

## Strategic Analysis

If economies of scale are an industry's primary entry barrier, a new entrant's major risk is

- A. inferior quality of its products.
- B. its inability to produce in a sufficient volume to match the cost advantages of established producers.
- C. its inability to access labor and materials.
- D. its inability to match the innovation of the established firm.



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# Sample CSCA Question #2

## Creating Competitive Advantage

A global shipping company applied an advanced information technology system to all its operations to ensure timely delivery. The proprietary information technology system is an example of

- A. vertical integration.
- B. market position.
- C. core competency.
- D. operating leverage.



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# Sample CSCA Question #2

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# Sample CSCA Question #3

## Strategy Implementation & Performance Evaluation

The balanced scorecard provides an action plan for achieving competitive success by focusing management attention on critical success factors. Which one of the following is not one of the competitive success factors commonly focused upon in the balanced scorecard?

- A. internal business processes.
- B. financial performance measures.
- C. competitor business strategies.
- D. employee innovation and learning.



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# Sample CSCA Question #3

## Strategy Implementation & Performance Evaluation

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# Make a Commitment!



# Ready to Get Started?

## 1. Purchase package online

### CSCA Program Fees

- Entrance into the CSCA program:
- One CSCA exam registration:
- IMA Strategy and Competitive Analysis Learning Series®:

**TOTAL:**

**Regular  
Price**

\$75  
\$300  
\$425  
**\$800**

*Apply discount codes at checkout at [www.imanet.org](http://www.imanet.org)  
Valid through 2/28/2021.*

### For Webinar Attendees

#### Option 1

included  
included  
-----

**\$300**



Use code  
**CSCABMAR21**

#### Option 2

included  
included  
included

**\$499**



Use code  
**CSCAW499**

## 2. Prepare for the exam

- Typical preparation time of 30-50 study hours

## 3. Register for the exam and sit during March 2021

**Find more information at: [imanet.org/cscs](http://imanet.org/cscs)**

# Strategy as a Differentiator

**“Strategy is about making choices, trade-offs; it's about deliberately choosing to be different.”**

*-- Michael Porter*



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# CSCA Discussion



# Discussion with Three CSCAs



**Christy Kurek Cox, CMA, CSCA, CPA**  
Controller  
**DeWitt Carolinas, Inc**



**J'Maine Chubb, CMA, CSCA, CPA, CGMA**  
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# Questions?

# Questions & Answers

*Use the Q & A Panel to send your questions to our panelists.*



**Lisa Beaudoin,**  
**CMA, CSCA, CAE**  
Director of Business  
Development  
**IMA**



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**CSCA, CPA**  
Controller  
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# Thank You!

