

# CMA Certification: A Game Changer for Finance Professionals

Tips for Securing Company Support for Your CMA®  
(Certified Management Accountant) Action Plan!

**BECOME A CMA**



## Invest a Year, Earn for Life!

Did you know that CMAs in the U.S. earn, on average,  
**21% MORE** than their non-certified peers?\* *That's no coincidence.*



IMA's Certification for  
Accountants and  
Financial Professionals  
in Business

As a CMA, you gain more than a globally respected title. You'll join a thriving network of more than 125,000 professionals and **stand out as a strategic, results-driven leader**. Employers worldwide trust CMAs to translate financial expertise into actionable business strategies that drive lasting impact.

\*IMA's 2023 Global Salary Survey

# The Math is Simple: You + CMA Certification = Success.

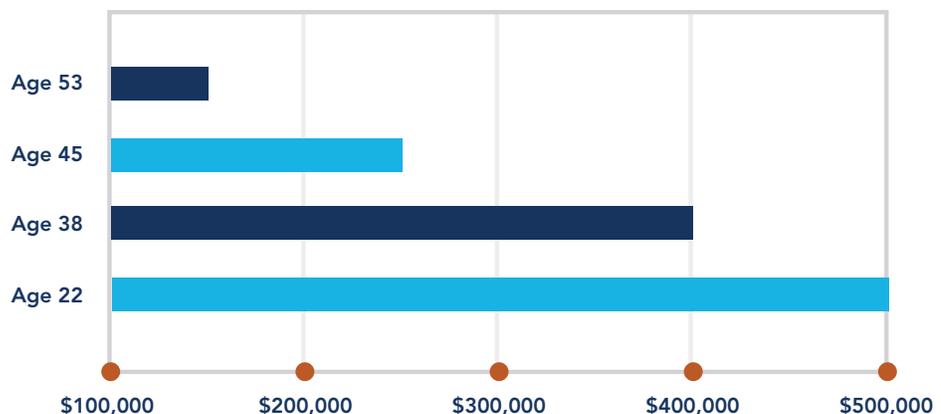
## With a CMA Certification, you:

- ✓ Gain globally recognized credibility.
- ✓ Elevate your earning potential.
- ✓ Prepare for a seat at the leadership table.
- ✓ Acquire the skills employers are looking for.

Earning your CMA demonstrates your ability to increase efficiency by devising strategic solutions to complex problems. And no matter where you are in your career, your lifetime earning potential increases with a CMA certification.

## Additional Lifetime Earnings with CMA Certification

\*Gregory L. Krippel and Sheila Mitchell, CPA. "The CMA Advantage: An Update"



## Dreaming Of A Role Like One Of These?

\*Robert Half 2025 Salary Guide

<b>CFO</b> \$194,250 - \$321,750	<b>Director of Accounting</b> \$125,000 - \$180,750
<b>Corporate Controller</b> \$151,000 - \$213,250	<b>Accounting Manager</b> \$89,500 - \$125,750
<b>Treasurer</b> \$139,750 - \$245,000	<b>Manager of Financial Reporting</b> \$107,750 - \$156,000
<b>Director of Financial Analysis</b> \$127,750 - \$199,250	<b>Senior Financial Accountant</b> \$68,500 - \$108,750
<b>Divisional Controller</b> \$112,000 - \$176,250	<b>Financial Analyst</b> \$86,500 - \$113,000

**A CMA Certification Gives You the Skills for your next role.**

# You're a Professional. Now Prove It.



**Accounting isn't just a numbers game**—it involves strategy, innovation, and leadership. A CMA certification positions you for success across every spectrum of the profession.

## Securing Employer Support for Your CMA Journey

Ready to take the next step but need your company's backing? Don't worry. Many employers are eager to support certification efforts when they understand the value it brings back to their organization.

### Here are some tips on how to start a dialogue and frame your request:

- ✔ **Frame It as a Win-Win:** Highlight how your certification will enhance efficiency and strategy across the board. The valuable skills you will learn will bring more strategic thinking to your company. In turn, you are aiding them in gaining a competitive edge in an ever-changing business landscape.
- ✔ **Align with Company Objectives:** Show how your CMA skills will directly contribute to solving company challenges. Your enhanced skills will lead to more accurate forecasting, improved financial reporting, and streamlined operations. This is a great time to bring up real-world problems your company may be facing, and that staying current with evolving industry standards and best practices will foster innovation within your processes.
- ✔ **Highlight the Skills and Networking Access:** With the CMA, you gain access to a global network to tap into for answers to company specific questions. Plus, you'll receive featured content that can be accessed based on company needs. IMA research and thought leadership keeps you up to speed in a rapidly evolving profession, leading to more expertise and knowledge for your company.
- ✔ **Discuss Cost & ROI:** Be prepared to talk about data and suggest how the organization can save or profit from your enhanced expertise. Did you know that 86% of professionals who complete a CMA program remain with their company after 24 months?\* That's a 21% increase in staff retention!
- ✔ **Timing is Key:** Request a one-on-one meeting with your supervisor, framing it as a discussion about your professional development. A focused meeting ensures the conversation gets the attention it deserves without distractions. Plan your conversation around budget planning periods or employee review cycles.
- ✔ **Have a Follow-Up Plan:** You should provide additional information after your meeting, including a cost breakdown of the fees. Plus, commit to providing updates or sharing knowledge gained during the process to showcase immediate returns on their investment.

**Utilize our [boss letter template](#) to start the dialogue!**

\*IMA's 2023 Global Salary Survey



**With the CMA, I know that when I apply for a role that I am qualified because I am certified.** | *Anna Neese, CMA*

# Ready to Take Charge? Here's How.



## STEP 1 ENROLL & INVEST

Enroll in the CMA program and become an IMA member with full benefits!

### Professional Members:

**\$300** CMA Entrance Fee  
**\$545** Exam Fee  
**\$295** Membership Fee

### Academic/Student Members:

**\$225** CMA Entrance Fee  
**\$407** Exam Fee  
**\$160/\$49** Membership Fee

**PRO TIP:** Many employers reimburse CMA fees—download our [boss letter template](#) to request support!

## STEP 2 SCHEDULE YOUR EXAM

Book your exam early (4 weeks) to secure your preferred testing dates:

**Testing Windows:** January–February, May–June, September–October

**DON'T FORGET:** You'll need your authorization number from IMA to schedule your exam date with a Prometric testing center!

## STEP 3 STUDY SMARTER

Use IMA-approved resources to prepare efficiently:

- **Access retired exam questions.**
- **Master key concepts with need-to-know glossaries.**

There are many ways to prepare for the CMA: through live instruction, in a virtual classroom, or by studying on your own. [Check out resources](#) including material and course providers who can greatly improve your changes of exam day success!

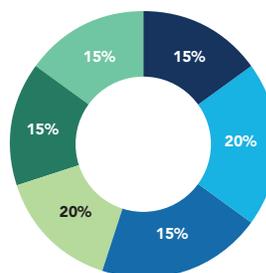
[Learn More About CMA Certification](#)

## STEP 4 TAKE THE EXAM

Pass both parts within 3 years to become a CMA. On average, most candidates complete the exams in only 12 – 18 months!

**FUN FACT:** Exam parts 1 and 2 can be taken in any order – allowing you to strategize your study focuses most effectively!

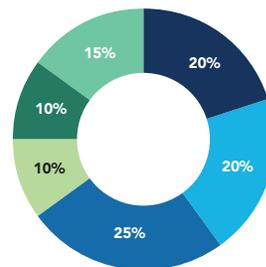
## WHAT'S ON EACH TEST?



### EXAM 1:

#### Financial Planning, Performance, and Analytics

- External Financial Reporting | **15%**
- Performance Management | **20%**
- Internal Controls | **15%**
- Planning, Budgeting, and Forecasting | **20%**
- Cost Management | **15%**
- Technology and Analytics | **15%**



### EXAM 2:

#### Strategic Financial Management

- Financial Statement Analysis | **20%**
- Corporate Finance | **25%**
- Decision Analysis | **10%**
- Risk Management | **20%**
- Investment Decisions | **15%**
- Professional Ethics | **10%**

**NOTE:** You will receive your results 6 weeks from the end of the month in which you tested.

## STEP 5 EXPERIENCE

You will need your bachelor's degree or professional certification plus **2 years of experience in management accounting or financial management** to become certified.

## STEP 6 CELEBRATE

You earned it. You are now a globally recognized **CMA!**

Take Charge of Your Future.  
Take the Next Step Today.

# Become a CMA.

[Learn More About  
CMA Certification](#)



The value of CMA certification is that you signal **you have the important skills that you need to do the job** and that you're willing to continue to learn and develop yourself throughout your career.

*Hessel Brouwer, CMA, CSCA, Head of Controlling & Finance, Migros-Genossenschafts-Bund, Switzerland*

**VISIT US AT:** [IMAGlobal.org](http://IMAGlobal.org) | Email: [IMA@IMAnet.org](mailto:IMA@IMAnet.org) | Phone: (800) 638-4427



IMA's Certification for  
Accountants and  
Financial Professionals  
in Business



**HAVE A QUESTION ABOUT  
CERTIFICATION?**

We are here to answer your questions.  
[Get started.](#)