



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

May 24, 2021



Certified in Strategy
and Competitive
Analysis



The Association of
Accountants and
Financial Professionals
in Business

Webinar Features and CPE Credit



Asking Questions



Help



Certified in Strategy
and Competitive
Analysis

Today's Presenters



Matt Workman

Business Development Manager

Matt.Workman@imanet.org



Mitra Kleinberg

Manager of Strategic Partnerships

Mitra.Kleinberg@imanet.org



Certified in Strategy
and Competitive
Analysis

Matt Workman's Biography

- Matt Workman and Mitra Kleinberg collaborate at IMA to develop and maintain relationships with companies, government agencies, and non-profit organizations. They function as part of the larger global business development efforts of IMA, accelerating the growth of the CMA and CSCA credentials around the world.



Certified in Strategy
and Competitive
Analysis

Mitra Kleinberg's Biography

- Mitra Kleinberg and Matt workman collaborate at IMA to develop and maintain relationships with companies, government agencies, and non-profit organizations. They function as part of the larger global business development efforts of IMA, accelerating the growth of the CMA and CSCA credentials around the world.



Certified in Strategy
and Competitive
Analysis

Today's Special Guests



Galyna Goncharenko, CMA, CSCA
Sr. Manager, FP&A
Fair Isaac Corporation (FICO)



Kevin Early, CMA, CSCA
Vice President Finance
Woodward



Paula Pouliot, CMA, CSCA,
CPA, CITP, CGMA
VP Corporate Controller
The Martin-Brower Company



Certified in Strategy
and Competitive
Analysis

Galyna Goncharenko's Biography

- Galyna Goncharenko has over 20 years of accounting and finance experience working in private and public companies. In the past, Galyna worked primarily in local and national healthcare companies. Her professional areas of specialty include financial analysis, forecasting, budgeting, return on investment analysis, CAPEX, and accounting and finance technology. For the past 2 years, Galyna has been part of the FICO FP&A team responsible for budgeting and forecasting of the Product and Technology Organization, and she is a part of current projects to improve profitability of the company.



Certified in Strategy
and Competitive
Analysis

Kevin Early's Biography

- Kevin Early has 30 years of experience in finance and accounting. He is currently Vice President, Finance for the Aero Systems business group at Woodward, Inc. Woodward is an independent designer, manufacturer, and service provider of energy control and optimization solutions for aerospace and industrial markets.
- He is also past president of the Rockford, IL chapter of IMA and has been an IMA member since 1993.



Certified in Strategy
and Competitive
Analysis

Paula Pouliot's Biography

- Paula Pouliot is the Vice President Corporate Controller for The Martin-Brower Company, LLC. In her current role, Paula is responsible for the global consolidation, financial reporting, audit & tax compliance, and Corporate G&A. She has led the financial aspects of an international legal entity restructure and has provided financial support and reporting for a large US acquisition.
- Paula is a champion of leveraging technology for finance transformation and has led the implementation of Planful (formerly known as Host Analytics) and Blackline within Martin-Brower. She is currently involved in implementing an international royalty program and global lease accounting compliance for IFRS 16 & ASC 842.



Certified in Strategy
and Competitive
Analysis

Today's Agenda

1

Why the CSCA?

2

CSCA Exam Details

3

Preparing for the CSCA

4

CSCA Testimonials

5

Q & A



Certified in Strategy
and Competitive
Analysis

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



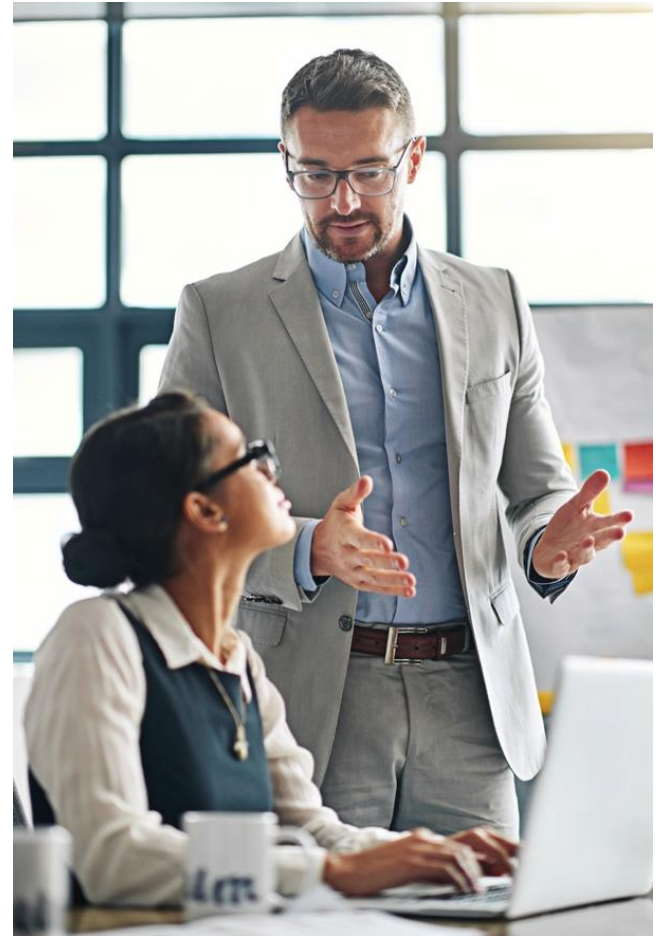
Certified in Strategy
and Competitive
Analysis



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.



Certified in Strategy
and Competitive
Analysis



- 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



Certified in Strategy
and Competitive
Analysis

CSCA Details



Key Content Areas



Strategic
Analysis

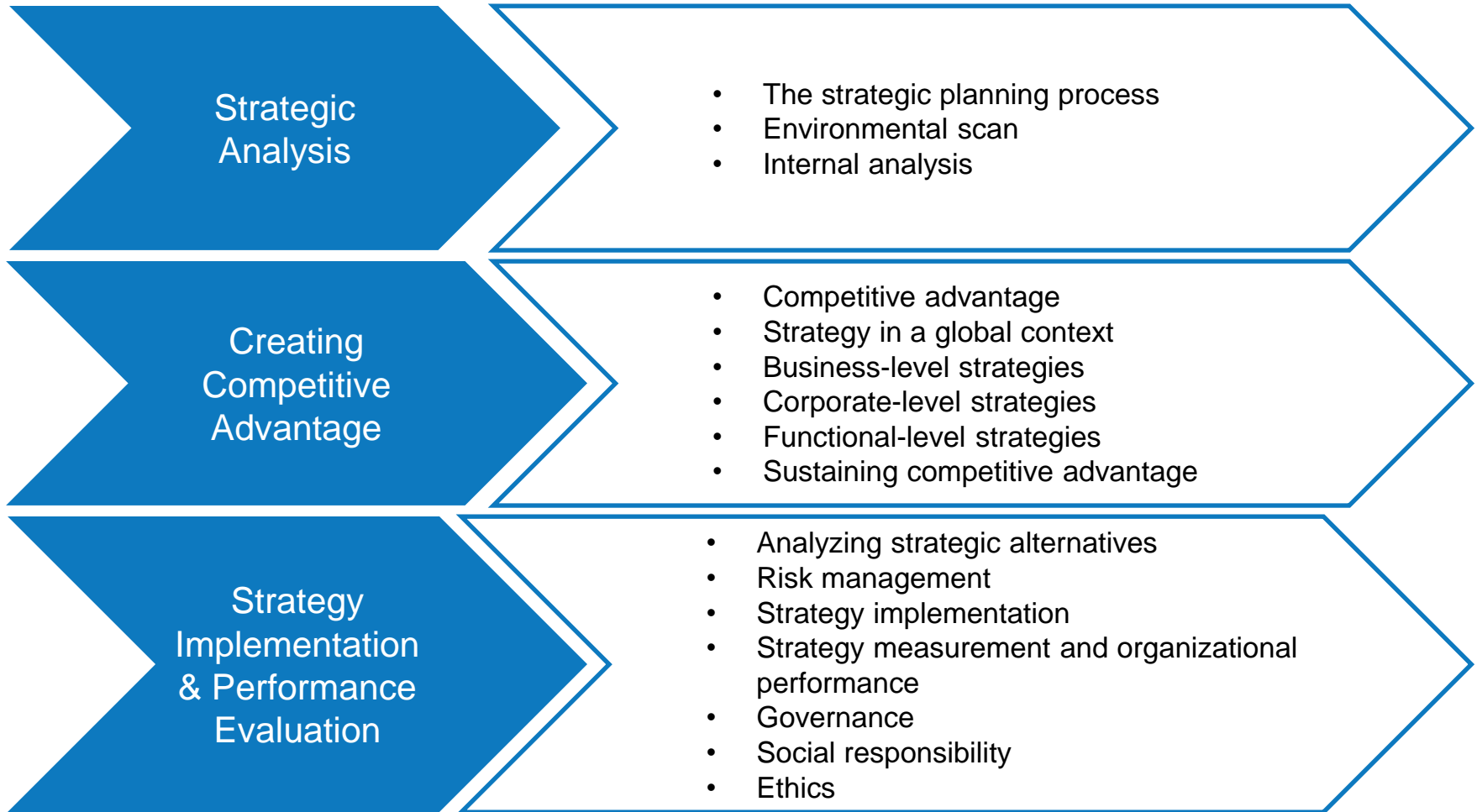


Creating
Competitive
Advantage



Strategy
Implementation
& Performance
Evaluation

Exam Content



Exam Overview

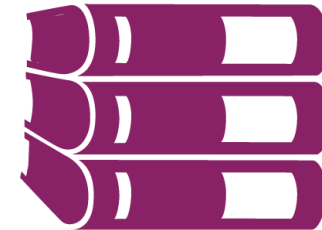
Testing Windows

- 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



Certified in Strategy
and Competitive
Analysis

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



Certified in Strategy
and Competitive
Analysis



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*.



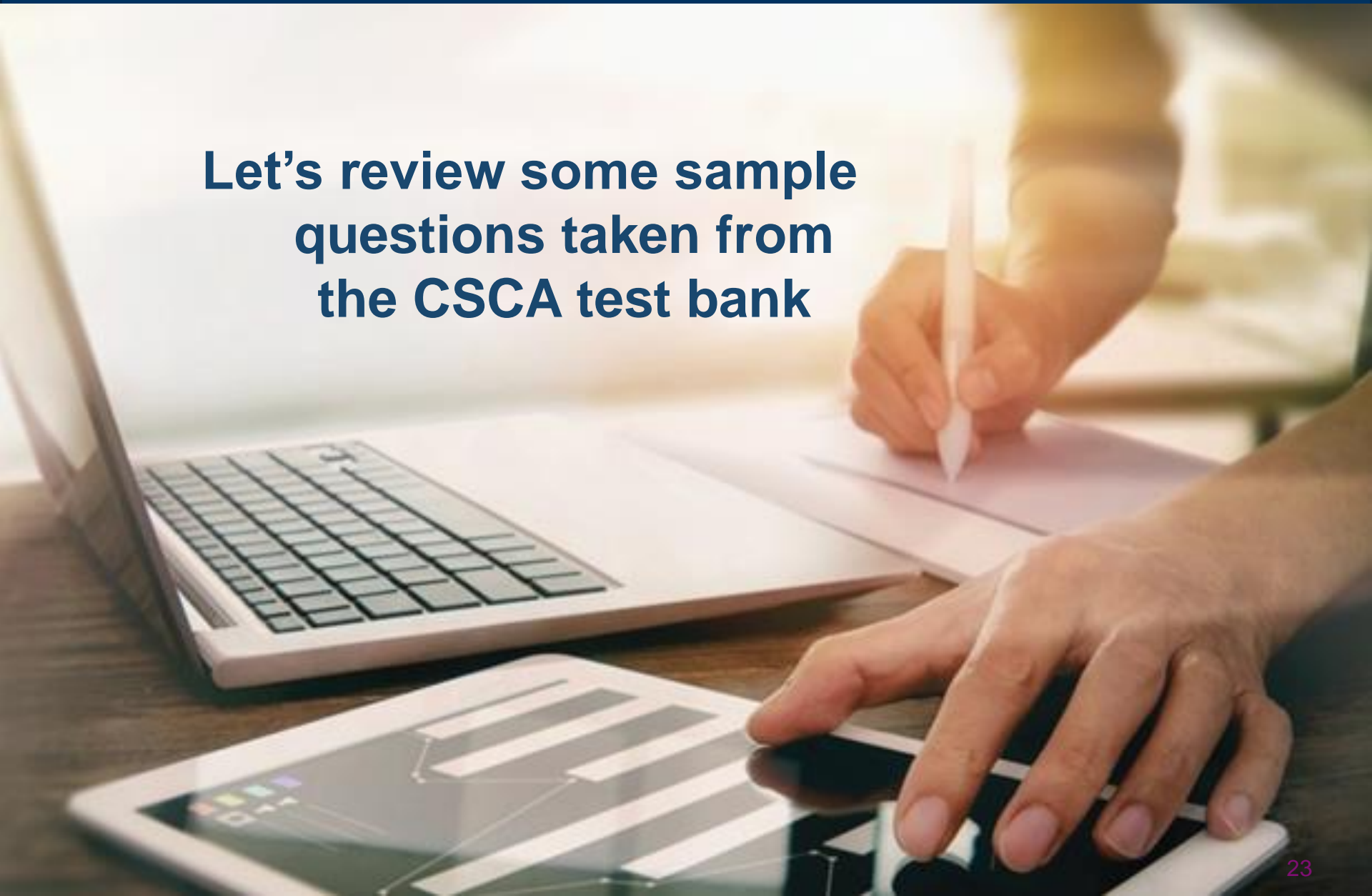
Certified in Strategy
and Competitive
Analysis



The Association of
Accountants and
Financial Professionals
in Business

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.



Certified in Strategy
and Competitive
Analysis

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.



Certified in Strategy
and Competitive
Analysis

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.



Certified in Strategy
and Competitive
Analysis

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.



Certified in Strategy
and Competitive
Analysis

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.



Certified in Strategy
and Competitive
Analysis

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.



Certified in Strategy
and Competitive
Analysis

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
Valid through 9/22/2021.*

For Webinar Attendees

Option 1

included
included

\$300



Use code
CSCAS21W2

Option 2

included
included
included

\$499



Use code
CSCAS21W3

2. Prepare for the exam

- Typical preparation time of 30-50 study hours

3. Register for the exam and sit during September 2021

Find more information at: imanet.org/csca

Strategy as a Differentiator

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

-- Michael Porter



Certified in Strategy
and Competitive
Analysis

CSCA Discussion



Discussion with Three CSCAs



Galyna Goncharenko,
CMA, CSCA
Sr. Manager, FP&A
Fair Isaac Corporation (FICO)



Kevin Early, CMA, CSCA
Vice President Finance
Woodward



Paula Pouliot, CPA, CITP,
CMA, CGMA, CSCA
VP Corporate Controller
The Martin-Brower Company



Certified in Strategy
and Competitive
Analysis



Questions?

Questions & Answers

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



Mitra Kleinberg
Manager of Strategic
Partnerships
IMA



Galyna Goncharenko,
CMA, CSCA
Sr. Manager, FP&A
Fair Isaac Corporation
(FICO)



Kevin Early, CMA, CSCA
Vice President Finance
Woodward



Paula Pouliot, CMA, CSCA,
CPA, CITP, CGMA
VP Corporate Controller
The Martin-Brower
Company



Certified in Strategy
and Competitive
Analysis

Thank You to Our Presenters



Matt Workman

Business Development Manager

Matt.Workman@imanet.org



Mitra Kleinberg

Manager of Strategic Partnerships

Mitra.Kleinberg@imanet.org



Certified in Strategy
and Competitive
Analysis

Thank You to Our Panelists



Galyna Goncharenko,
CMA, CSCA
Sr. Manager, FP&A
Fair Isaac Corporation (FICO)



Kevin Early, CMA, CSCA
Vice President Finance
Woodward



Paula Pouliot, CPA, CITP,
CMA, CGMA, CSCA
VP Corporate Controller
The Martin-Brower Company



Certified in Strategy
and Competitive
Analysis



The Association of
Accountants and
Financial Professionals
in Business

Thank You!

