

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

November 15, 2021



Certified in Strategy
and Competitive
Analysis



The Association of
Accountants and
Financial Professionals
in Business

Webinar Features and CPE Credit

A purple square icon with the text "Q&A" in white.

Q&A

Asking Questions

A yellow square icon with a white question mark.

?

Help



The Association of
Accountants and
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Today's Presenters



Matt Workman
Manager of Strategic Partnerships
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Mitra Kleinberg
Manager of Strategic Partnerships
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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.

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.

Panelists



**Laurie Burney, CMA, CSCA,
CPA (TN-inactive)**
Associate Professor
Baylor University



**Ashley Griesshammer, CMA,
CSCA, CPA**
Controller
Lovevery



Craig Wellons, CMA, CSCA
President/Chief Operating Officer
ReadyOne Industries

Laurie Burney's Biography

- Laurie Burney is an associate professor and holder of the J.E. Bush Professorship in Accounting at Baylor University in Waco, Texas. She was recently named Professor-in-Residence at IMA. Laurie has three decades of experience as a university professor and researcher, publishing in top scholarly publications. She is a CMA and also earned her CSCA in 2017.
- In her new role with IMA, Laurie will be IMA's top academic volunteer leader, serving as the liaison between IMA and the university communities, helping to grow the next generation of accountants.

Ashley Griesshammer's Biography

- Ashley Griesshammer is the Controller at Lovevery, a high-growth children's subscription eCommerce company, based in Boise, Idaho.
- Prior to joining Lovevery, Ashley served as Director of Finance for a children's retail business, and a family private equity office.
- Ashley is a licensed CPA, CMA, and earned her CSCA in 2020. She attended the University of Michigan Ross School of Business and Grand Valley State University.

Craig Wellons' Biography

- Craig Wellons is the President and Chief Operating Officer at ReadyOne Industries, a non-profit manufacturer of military apparel and outdoor gear based in El Paso, Texas. The organization is committed to providing employment and training to individuals with disabilities, veterans, and veterans with disabilities.
- Prior to joining ReadyOne, Craig served as CFO for a furniture manufacturing company.
- Craig earned his MBA from Georgia Southwestern State University. He is a CMA and just earned his CSCA credential earlier this year.

Agenda

1

Why the CSCA?

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Preparing for the CSCA

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Q & A

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



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.



- 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!

- 
- 1 Enable and sustain your career growth
 - 2 Reinforce your CMA with special expertise
 - 3 Gain in-demand knowledge and skills
 - 4 Differentiate yourself from your peers
 - 5 Provide a strategic perspective

CSCA Details



Key Content Areas



Strategic
Analysis



Creating
Competitive
Advantage



Strategy Implementation
& Performance
Evaluation

Exam Content

Strategic Analysis

- The strategic planning process
- Environmental scan
- Internal analysis

Creating Competitive Advantage

- Competitive advantage
- Strategy in a global context
- Business-level strategies
- Corporate-level strategies
- Functional-level strategies
- Sustaining competitive advantage

Strategy Implementation & Performance Evaluation

- Analyzing strategic alternatives
- Risk management
- Strategy implementation
- Strategy measurement and organizational performance
- Governance
- Social responsibility
- Ethics

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



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



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*.

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.

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.

Sample CSCA Question #3

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Make a Commitment



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Ready to Get Started?

1. Purchase package online

CSCA Program Fees

○ Entrance into the CSCA program:	<u>Regular</u> <u>Price</u>
○ One CSCA exam registration:	\$75
○ IMA Strategy and Competitive Analysis Learning Series®:	\$300
TOTAL:	<u>\$249</u>
	\$624

Apply discount codes at checkout at www.imanet.org

Valid through 3/22/2022.

2. Prepare for the exam

- Typical preparation time of 30-50 study hours

3. Register for the exam and sit during March 2022

For Webinar Attendees

Option 1

Included
Included

\$300



Use code
CSCAM22W2

Option 2

Included
Included
Included

\$475



Use code
CSCAM22W3

Find more information at: imanet.org/cscs



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

-- Michael Porter

CSCA Discussion



Discussion with Three CSCAs



**Laurie Burney, CMA, CSCA,
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Questions & Answers



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Thank you!



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