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<https://www.cma-ent.com>



# “Organizers of Your Business Puzzle”

## CAPABILITY STATEMENT



**Gail P. Birks,**  
**President/CEO**

**Duns: 802944728**  
**CAGE Code: 1C7E5**

**Certified:**



## COMPANY OVERVIEW

*CMA Enterprise Incorporated is a Boutique Consulting and Advisory firm established in 1990. . We focus on Strengthening your Sustainable Success Strategies ...*

- Performance and process Improvement Consulting
- Workforce Training (classroom and online)
- Advisory and Coaching Services
- Product Licensing

CMA services business and industry locally, regionally, nationally and globally.

### Differentiators

- Customer FIRST!!! Philosophy
- Advanced level Lean Practitioners
- Subject Matter Expert (SME) Practitioners
- Customized Solutions designed for Sustainable Success
- 24/7/365 Online Training Platform
- HRCI SHRM Credit Courses

### Partial Client List



**Primary NAICS CODES:** 541611, 541618, 541614, 541199, 541612, 541990, 541490, 561110, 611710, 874827, 611430

**UNSPSC:** 601016, 601017, 801015, 801016, 801115, 801615, 811415, 811416, 861018, 861115, 861116, 931420

**SPC:** 6615, H169, H199,6930,H969, K069, U001, U002, U004, U005, U008, U009, U010, U012, U099,R431



**CONSULTING**

- Strategic Planning
- Project Development/ Management
- Process and Performance Imp.
- Community / Econ. Develop.
- Organization/ Cultural Assessments

**WORKFORCE DEVELOPMENT**

- Facilitation
- Train the Trainer
- Certification/ Project Training
- Classroom, Online and Blended Learning Platforms

**ADVISORY SERVICES**

- Cultural Transformation
- Unconscious Bias Executive Coaching
- Focus Groups/ Interviews
- DiSC Assessments
- Dispute Resolution
- Curriculum Design

**WEB BASED PRODUCTS**

- Webinars (live and archived)
- E-Books
- Media Programs

**OTHER SERVICES**

- Product Licensing
- Master Svc. Agreements

# Excursion Catalog

## Categories

### Select course offerings have HRCI Credits

#### Lean Six Sigma Series...

- Lean White Belt
- Lean Yellow Belt
- Lean Green Belt
- Lean Black Belt
- Lean Master Black Belt
- Lean Champion
- Lean Kaizens (A3 and 8D)
- Lean Business leader
- Lean Lockstep Program
- Lean Manufacturing/Operations
- CPI Lean Executive Master Class



#### Leadership Excellence Academy

- New Leaders Orientation
- Leaders Guiding Leaders Series
- Lean Champion
- Lean Business Leader
- CPI/Executive and Leadership Series

#### Practitioner's Master Class Academy

- Independent Practitioner Track
- Organization Practitioner Track

#### Entrepreneurship Excellence Academy...

- Entrepreneurship Excellence
- Lean Entrepreneur and Business Leader

#### Lean Project Management Academy

Includes case study and toolbox

#### Diversity and Inclusion

- Diversity and Sensitivity Awareness
- Race Relations
- EEO Compliance
- Supplier Diversity

#### General Business Courses (ala carte modules)

CMA offers mini excursions that all our client/students focus on one specific area of interest as opposed to an entire series.

*Ala carte selection categories include...*

- Organization Development
- Enterprise Risk Management
- Leadership
- Customer Relations
- Process Improvement
- Team Building
- Project Management
- Mentoring and Coaching
- Performance Improvement
- Financial Management
- HR Management and Compliance Issues
- Entrepreneur Development
- Board Governance
- Communication Skills
- Marketing Essentials

#### Other Program Services/Offerings include...

- Curriculum Development
- Case Study Customization
- E-Learning platforms
- Presentation Development
- Concierge Sessions
- Trainer Mentoring
- DiSC Assessment Tools
- Process/Performance Improvement Advisory Services

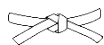
#### REQUEST A QUOTE :

Contact Gail Birks at 954-476- 3525 or

<https://www.cma-ent.com/lean->



# CMA/TBI Lean Six Sigma Training Universe



**White Belt:** Assists with process mapping (8 hours)  
HRCI Continuing Ed Credits: 8 Credits



**Yellow Belt:** Front line Team Members handle The data collection (16-20 hours)  
HRCI Continuing Ed Credits: 13.75



**Green Belt:** Lead Teams, focus on analysis (64 hours)  
HRCI Continuing Ed Credits: 54.5 Credits



**Black Belt:** Solutionists, Lead Teams, Train and Coach green and Yellow Belts (80 hours)  
HRCI Continuing Ed Credits: 92.35 Credits



**Master Black Belt:** Oversees Project teams and associated Team dynamics, functions as Coach to other levels (100-120 hours)



## Other Certificate Training



**Champions** take responsibility for Six Sigma implementation across the organization in an integrated manner. (Organization Leadership) – (16 hours)  
HRCI Continuing Ed Credits: 13 Credits



**Lean Business Leader/Entrepreneur:** For the Business Leader who must be able to speak the language of their corporate and government clients in order to close the deal. (3.5 days)  
HRCI Continuing Ed Credits: 28 Credits



**Lean Practitioner (Kaizens):** Run your own projects with the tools that will assist you in mobilizing project teams, project management, handoff and monitoring for sustainable integration (1/2 – 1 day; kaizen project timeframes vary by project)  
HRCI Credits pending



**Lock-step Program:** For the Company who is on an accelerated timeline to transform your culture, this is for you. In **6-8 months**, our candidates will **go from yellow to black belt**. If you seek your **master black belt designation**, it is **12-15 months**. See above HRCI Credit reference.



**TPS – A Lean Approach:** This training focuses specifically on the principles and tools used in this universe of “Lean Manufacturing” as created by Mr. Toyoda and Mr. Ohno. This Lean Course, while originating in the manufacturing climate is not just for professionals in that industry. The tools and critical thinking can translate across industry lines. (3.5 days)



**Lean Project Management:** The training will introduce all of the key elements of Project Management in accordance to the body of knowledge with emphasis on the core methods and analytical tools that are important to sustainable and successful project management (PM) with a “taste” of Lean Six Sigma.  
HRCI Continuing Ed Credits: 6.75 Credits



**Outcomes – Driven Contracting Supply Chain Management and Acquisition** Designed to assist the Organization’s Leadership and Front Line (general workforce) in guiding their respective teams and sometimes the customers on how to maximize their acquisition experience. Attendees will be exposed to the key fundamentals of serving the most important person to your company... THE CUSTOMER, however that is defined.



# CMA/TBI Leadership Academy

**First Time Supervisors – An Orientation (2 – 4 hours)** This session provides practical insight into creating your new leadership pathway to success. Takeaways include:

- Tools to use in your daily activity as a leader
  - Heightened awareness when attempting to build rapport with your staff/crew, peers and managers, etc.
  - Confidence in yourself as a new leader
  - The formal expectations that apply to your new career assignment
- HRCI General Business/HR Credits Pending**

LEADERS

## LEADERS GUIDING LEADERS FOR SUSTAINABLE SUCCESS

**(six – 4 hour sessions)** This interactive Leadership series is designed to (re)introduce the soft skills as well as technical capabilities that are meant to ensure a leader regardless of your level is properly prepared. The sessions bring insight and a carefully designed toolbox for your organization's leadership.

- Topics include... Leadership Readiness \* Managing Conflict \* Building Trust \* Performance Metrics \* Time Management \* Effectively Serving Your Customer
- HRCI General Business Credits are available**

### OTHER LEADERSHIP EXCURSIONS

- We work with you to customize your journey... whatever your level of leadership experience.

- **Leadership Academy – Track I** This academy is for the manager/supervisor who is now “thrown” into the ranks of leader. The ideal candidate for this academy is someone who is new to management, recently promoted or less than three (3) years in a leadership role. You choose the topic that best fit your needs. The series is scheduled to be 3-7 days over a period of 3 to 6 months. It is also available online and in blended learning format.

- **Leadership Academy – Track II** The Leadership Academy II is designed for the Mid- and Senior level manager who oversees divisions, departments and/or corporations. It is designed to help this

- individual script their conversations when moving strategic goals forward... removing silos and building inclusive decision - making cultures... and most important broadening their own perspectives on leading in a sustainable manner. This series is structured to be 3-5 days over a 3 to 6 month timeframe.

- **Lean Champion** - This 2 day course equivalency is designed to assist the Organization Leadership, Process Owners and/or Key Stakeholders in guiding their respective teams and sometimes the individual members on how to maximize their resources in a Lean Business Environment. From a management oversight perspective, the Champions will learn to utilize customized lean six

- sigma assessment tools that will help them to understand their own management styles as well as shape group culture for sustainable success and organization growth.

- **Board Governance and Accountability (.5 -1 day)** Ultimately, the Board is responsible for managing the risk of the enterprise. This training session focuses on raising the awareness of the governing body when it comes to protecting the organization from the “noise that tends to infiltrate its walls and discussions. This course is designed to provide the introducing the basics of Enterprise Risk

- Management for Board using best practices from a Practitioner's perspective.

- **Lean Business Leader** This training even focuses on the Entrepreneur in today's Business Environment to who must be able to speak the language of their corporate and government clients in order to close the deal. This 4 day course (online equivalency) is designed to assist emerging and seasoned business leaders in growing their businesses and divisions and their effectively managing their workforce.



# CMA Master Class Academy

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***Make it Your Business to Know The Business!!! Your Clients will love you for it.***



## **Master Class 1.0 - A Transformationist's Academy**

Whether you're an internal trainer/consultant or an independent advisor, we want you to have the **RIGHT TOOLS in your TOOLBOX**. "MASTER CLASS " helps you to build your professional services business case with **SUSTAINABLE SUCCESS SOLUTIONS** by showing you "how to" build your own brand. It is a **"HOW TO" EXCURSION** and shows you the **UNWRITTEN RULES OF THE GAME OF CONSULTING AND TRAINING**.

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## **Master Class 2.0 - Teams (Organization Excellence and Sustainability)**

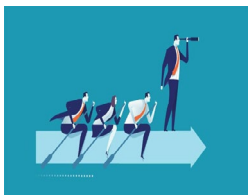


The Business Teaming environment has changed and is becoming more fluid and entrepreneurial. The quest for sustainable success in Business and Industry is a priority regardless of the core specialty and building "Collaborative Work Teams" is essential.

We help you to **RE-ALIGN** your organization's team value proposition for **INCLUSION AND PRACTICALITY** by showing you how to build your own strategies for the greater Collaborative. It is a **"HOW TO" EXCURSION** using a prescribed toolbox of **LEAN Methodologies**.

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## **Master Class: Continuing Process Improvement (CPI)/Executive and Leadership** **"Transformation Oversight"**



Leading organization transformation for sustainable success has taken on an entirely different framework. At CMA, we understand that formula and have created CPI/Executive and Leadership Excursions. Leaders will learn the language of Lean Performance Excellence from an Oversight perspective. This philosophy integrates itself into your script when coaching for Sustainable Success and Ongoing Transformation in your organization.

For more information, visit [Master Class Academy | CMA Enterprise Inc \(cma-ent.com\)](http://Master Class Academy | CMA Enterprise Inc (cma-ent.com))

# CMA Strategic Implementation Academy

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*We take you on an intentional journey using "toolboxes" that help you to answer the right questions that lead to sustainable solutions. Once again, we simplified our universe to help you to improve your world.*

## **Tier 1 – New and Emerging Organizations**



This is a basic strategic planning that answers the questions...

"This is who we are."...

"This is what we are striving to become"... and

"These are the core goals we want to achieve this year and beyond."

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## **Tier 2 – Growth Organizations and Transformation Strategies**



The approach and methodology is meant to bring a more holistic approach to a small or medium sized entity in need of building a more robust plan to include...

"Staff and Leadership composition requirements" ...

"Programs/Initiatives/Products offered (to be)..."

"Understanding what is Critical to Quality" ...

Level 1 scope of planning

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## **Tier 3 – Enterprise and Community Planning for Sustainability**



Designed for enterprise wide planning. This toolbox investigates:

"Risk and Organization Hazards (internal and external)" ...

"Performance/Success Metrics"

"Gap and Trends Analysis" ...

Level 1 and 2 scope

For more information, visit [Master Class Academy | CMA Enterprise Inc \(cma-ent.com\)](https://www.cma-ent.com)

# CMA/TBI Lean Project Management Universe



**PM Fundamentals, An Overview - 1-day :** The duration for our course is 1 day or 8 hours for classroom sessions and up to 30 days for online excursions. The training will introduce all of the essential elements of Project Management in accordance to the body of knowledge with a “taste” of Lean Six Sigma. **HCRI Credits: 7.25 (Business)**

**PM Body of Knowledge - 2-day :** The duration for our course is **2 days or 16 hours for classroom sessions** and up to **60 days for online excursions**. Participants will understand the concepts and methodology of Project Management, Strategic Thinking, and how it links with managing organizational goals.



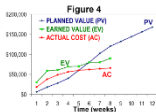
**Agile Management Foundations Course – 2 days:** We have designed an Agile Journey that is a mirror to the Lean Kaizen A3 Model for you. **HCRI Credit: 15 (Business)**



**Hybrid Project Management Fundamentals Course – 3 days:** Participants will be able to apply: Methods for translating the voice of the customer into the voice of the business/initiative, Methods for mobilizing an initiative from a to z, Building the execution and monitoring plan, Methods for improving and controlling the project management process and promoting “out of the box” thinking and continuous improvement for sustainable project success. **HCRI Credit: 18.0 (Business)**



**Project Risk Management Course – 1 day:** Typically facilitated as an integral part of the Hybrid or Fundamentals Courses, the Project Risk Course is designed to provide a more concentrated assessment for the Project Manager of the project or initiative’s critical paths and/or vulnerabilities however defined. **HCRI Continuing Ed Credits: 7.50 (Business)**



**Earned Value Management – 1 and 2 day Course availability:** The duration for our course is 1 and 2 days equivalency for the sessions The training will introduce the key elements of Earned Value Management (EVM) in accordance to the Project Management (PM) with a “taste” of Lean Six Sigma and Agile. The course is facilitated in simulation format. **HCRI Credit: Pending**



**Project Controller – 1 day:** This course is typically an integral part of the Hybrid and other Project Management Excursions offered by CMA. The segments used in designing this course reflect the overall monitoring and management of a project and the creation and use of a project journal. **HCRI Credits 7.50 (Business)**

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## OTHER PM EXCURSIONS



**Lean Practitioner (Kaizens):** Run your own projects with the tools that will assist you in mobilizing project teams, project management, handoff and monitoring for sustainable integration. A3 and 8D Kaizen project timeframes vary by project. Tool Introduction Sessions – 1 to 3 days.)



**Outcomes – Driven Contracting Supply Chain Management and Acquisition** Designed to assist the Organization’s Leadership and Front Line (general workforce) in guiding their respective teams and sometimes the customers on how to maximize their acquisition experience. Attendees will be exposed to the key fundamentals of serving the most important person to your company... THE CUSTOMER, however that is defined.





# Entrepreneur Excellence Academy



## **LEVEL I – ENTREPRENEURSHIP EXCELLENCE ACADEMY (6 sessions)**

**First Time or Emerging Independent Business Professionals** require a road map that helps in your transition from traditional business/military service/education environment/outourced situations. The CMA Entrepreneur Excellence Program is an experience that “walks you through the unwritten rules of engagement.” So, you are prepared to address most situations that arise on this new chapter of your career. Topics include:

- Understanding the Realities of Being Your Own Boss... The Other Side of Business
- Creating that Roadmap for Sustainable Success
- Financial Management... Your Personal Plan and Your Business Plan
- Business Contracts and Agreements
- Human Resource Administration
- Marketing with a Cause
- Maximizing Technology in your business
- Strategic Partnerships

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## **Level II - LEAN BUSINESS LEADER ACADEMY HRCI Credits – 28 Credits**



This training even focuses on the Entrepreneur in today’s Business Environment to who must be able to speak the language of their corporate and government clients in order to close the deal. Additionally, structuring your own organizations in a manner that is efficient and sustainable.

This 3-4 **day course** is designed to assist emerging and seasoned business owners in growing their businesses and their workforce. It has been designed for Business Leaders with at least five (5) years or more of experience. Topics include...

- The Voice of the Customer/Business
- Understanding Your Maturity and Capability Levels
- Heightening awareness of Time and Resource Waste
- Supply and Demand Forecast Modeling
- Building a Balanced and Sustainable Scorecard
- Building and Marketing Your Brand
- Creating a sustainable personal and business financial plan

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## **FUNDAMENTALS OF PROJECT MANAGEMENT - HRCI Credits: 7.25 (Business)**



As a business leader, entrepreneur or an independent professional, having the skill of effectively managing a project is critical to everyone’s success. **PM Fundamentals, An Overview - 1-day** : The duration for our course is **1 day or 8 hours for classroom sessions** and up to **30 days for online excursions**. The training will introduce all of the essential elements of Project Management in accordance to the body of knowledge with a “taste” of Lean Six Sigma. Topics include...

- Methods for translating the Voice of the Customer into a feasible project scope
- Building the execution and monitoring plan
- Methods for Improving and Controlling the Project Management Process and promoting out-of-box thinking and continuous improvement

**2 day sessions are also available.**



**Gail Birks**  
**EMBA, LMBB**

Ms. Birks is an Executive Consultant and Subject Matter Expert in Performance and Process Sustainability and Performance Excellence. She is a consultant specializing in success modeling design and implementation, operational excellence and performance in public and private sectors. Her client list spans federal, state and local municipalities and Higher Education clients include: Veterans Healthcare Administration (nationally), Broward County FL (Human Services, Public Works, HR), Miami Dade County FL, City of Miami, City of West Palm Beach (Public Works), Port St. Lucie.

She holds a Bachelor Degree in Economics and Finance (Honors) from Tennessee State University in Nashville, Tennessee. She is a graduate of the Executive MBA Program at Florida International University and has completed post-graduate work in the area of Industrial Psychology and Personnel Staffing and Administration. Ms. Birks is also a formally trained Mediator.

Ms. Birks is a certified Lean Six Sigma Master Black Belt Practitioner. She has extensive knowledge in the analysis, interpretation and application of the statistical instruments vital to verification and validation of her client's data sets important to decision making. She has led numerous improvement initiatives for business, industry and government integrating statistical analysis in the strategic decision making process. She has been trained DiSC Personal and Team Culture Assessment Instruments. Her other professional certifications/trainings include but are not limited to the Certified Total Quality Management, Self-Directed Workgroups, Advanced Sales Training. She is an alumni of Cohort 29 of the Goldman Sachs 10k Small Business Program and a Protegee with Accenture LLC's national Mentor/ Protegee Program.

Her career started in Banking where she was a formally trained Commercial Credit Analyst and Business Portfolio Manager. Ms. Birks used her analytical skills to grow and restructure/turnaround Privately Held businesses in all growth phases.

Since starting her firm in 1990, she has led tiered subject matter expert teams to drive decisions regarding operational efficiencies, organization and community infrastructure, customer strategies and profitability/ sustainability using data analysis. Her recommendations are designed to support the client's "operating chain" and culture of readiness and serves as the basis for strategic implementation developed to maintain and optimize human resources, organizational processes, and the fluid systems architecture needed.

The analysis may also be found as representative data in charts or graphs, scorecards or dashboards or presentations to executives. Yvette also develops and creates these communication tools to explain complex theories or validate assumptions.

Ms. Birks' analysis has also produced growth opportunities for a number of private sector customers as well. Private Sector Clients include: Noven Pharmaceuticals, Univision Miami, Florida Power & Light, Mercedes Benz U.S International, Vertilux LTD, Kaycha Labs, Florida Supplements. Tulane University, Tennessee State Univ., Bethune-Cookman Univ., Miami Dade College. Law firms

Her consultancies have resulted in collaborative outcomes integrating intentional sustainable impact such...

- reducing cost overruns and HR scheduling
- creation of Risk Management Policies
- reducing delays in product distribution.
- improve communication channels
- reduction of Fuel Costs in Car/Truck Fleets
- reduction of Costs and Cycle Times for procurement/Acquisition
- reducing readmissions
- forecasting program budget and costs
- realigning new department/division launches
- heightened employee morale and empowerment

Ms. Birks' has been a trailblazer in translating data into viable information for strategic decision making, performance enhancement, and organizational growth and goal achievement. She has created statistical dashboards and frameworks that serve to drive decisions for sustainable goal attainment to the most challenging issues facing organizations for decades to come. Her intent is to "simplify her technical universe to improve that of her clients' cultures.

She has received numerous awards for personal and professional contributions from business and industry for the Sustainable Success Models that comprise the offerings of CMA and its associates under her direction.