



# Leadership 101 Prospectus

Excursions for  
Performance Success  
and Sustainability

“We Simplified Our Universe...  
So That You Could Improve Yours”



A division of CMA Enterprise  
Incorporated



## Greetings

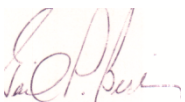
We are proud to introduce our Innovation Center. **The Breakthru Institute (TBI)** is designed to serve as your Conduit to reducing and/or eliminating roadblocks that occasionally arise in our clients' business, talent base, leadership (any level), or processes. Our training experiences focus on best practices, techniques. We also bring into your universe practical tools that are easy to implement in your organization.

Our Training Institute is a wholly owned subsidiary of CMA Enterprise Incorporated and is called The Breakthru Institute. It houses approximately six academies of which one of them is our Lean Six Sigma Academy. Descriptions of the Lean courses follow this correspondence. It is an expansion of our current 25 year old brand and it gives us the latitude to "Explore the Obvious" through Edu-tainment.

We are in the classroom... We are virtual... And We are here to coach you when you want independent study. Our TBI website is [www.breakthruinstitute.biz](http://www.breakthruinstitute.biz)

We look forward to your favorable response and if you have any questions, please contact the undersigned at 954-476-3525 or Oliver Williams at 786-286-0010.

Kindest regards,



Gail P. Birks, EMBA, LMBB, IATA  
Managing Director  
Mediator

# About Us



CMA Enterprise Incorporated is a Process and Performance Improvement Consulting firm. We specialize in raising your levels of maturity and enhancing your capability and capacity. Our approach is to use methodologies tied to the performance and process improvement disciplines that delivers AHA Moments™ again and again.

At CMA our reputation in the marketplace is that we are known for bringing our clients' organizations full circle so that we can move you forward. Our value proposition is ...

- Reliability
- Accuracy in Solutions Delivery
- Integrity
- Results Oriented
- Professional and Experienced

As a boutique Performance and Process Improvement Consulting Firm headquartered in Davie, Florida our clients receive a personal touch when it comes to service.

Our Team focuses on leading mid-sized and large companies to sustainable success and participating in engagements that enables us to facilitate the following for our clients...

- *Mitigate challenging processes and performance issues within your organization,*
- *Facilitate Lean Six Sigma Certification Training and Project Coaching*
- *Recommend cost savings measures for ongoing sustainable improvement,*
- *Facilitate organization and workforce cultural transformation and diversity & inclusion framework,*
- *Enhance and identifying revenue streams when needed,*
- *Develop and/or review operating policies and Procedures for continuity and consistency in your operations,*
- *Maximize your leadership talent through one on one coaching and workforce training*
- *EEO Compliance Technical Assistance*
- *Resolve Conflict with proactive alternative dispute resolution*
- Project Management and Technical Assistance

# Our Approach to your Organization Transformation

We take a holistic look at your organization/community and how your core foundation is being impacted by its supporting cast. Our “inside out/ outside in” approach to addressing your business pain points includes assessing those areas that should continue to be monitored for vulnerabilities in the fabric of your mission to effectively serve your customers. Our customized “prescriptions” help your stakeholders to understand and collaborate in building sustainable solutions for your organization.



# Why CMA?

- The CMA Team has **been repeatedly successful in raising our client's level of maturity and enhancing your capability and capacity** through performance and consulting and training that delivers AHA Moments™ again... and again for nearly 25 years.
- **We average 4.5-5 on a 5 point rating scale for our training engagements**
- **Over 95% of our Customers are referral or repeat engagements**
- **We understand** that in order to bring success methodology to our clients, **we first need to listen... Then we customize our prescription.**
- Our offerings are **available 24/7/365** through our full service online platform.
- Our Training “Excursions” and Consulting “Safaris” are customized to maximize the enhancements needed by your business environment
- Our training “tool boxes,” coaching and consulting methodologies are designed to **teach you how to “FISH.”**
- **Our training products** are designed to **provide you with practical, best practices** that are **easy to understand and implement** using the “toolboxes” that accompany our courses.
- **Our Trainers** and Consultants have **walked in your shoes...** Really!!!
- We are **known for getting the sustainable results** that we get for our clients
- When you hire The CMA Team, you are getting **Senior Level Practitioners**



## Our Curriculum









All of our programs have been researched and designed in-house in accordance to best practices used in this area of organization behavior as well as being customized for our clients' needs for transformation within. Our highly interactive sessions are available in Classroom or Online equivalency courses.

We believe that in creating materials for the adult learner or coaching candidate can be as challenging as those materials needed for young audiences. Our materials are designed to Captivate, Motivate, Educate, Replicate with Ease, and Entertain.

The CMA Team embraces **the Eight Intelligences in Training and Coaching Delivery** as its drivers to be considered when creating our curriculum materials.

# Our Approach And Methodology

### Abilities and Targeted Activities for the Eight Intelligences

The Intelligence	The Ability to...	Targeted Activities
 Linguistic	Communicate and make sense of their word through language.	Debates, reports, case studies, speeches, pamphlets, brochures, poetry, story books, diaries
 Musical	Create, communicate and understand meanings made out of sound.	Commercials, songs or raps, background music, performances, rhythmic patterns
 Logical-Mathematical	Use and appreciate abstract relationships.	Problem solving, mapping, designing, schedules, essays, action plans, experiments, relationships, graphic organizers
 Visual-Spatial	Perceive visual or spatial information, to recreate visual images from memory.	Art works, murals, illustrations, mobiles, advertising, animations, building models or dioramas, slides, pictures, patterns/designs
 Bodily-Kinesthetic	Use all or parts of their body to create products or solve problems.	Role-plays, dances, mime, dramatization, aerobics, physical games, working with hands
 Interpersonal	Make distinctions about the feelings of others and their intentions, to react to the moods of the people around them.	Small group work, co-operative learning environment, buddy systems, peer teaching
 Intrapersonal	Build accurate mental models of themselves and to draw on these models to make decisions about their lives. It is an understanding of one's own strengths and weaknesses.	Logs, journals, diaries, autobiographies, resumes, portfolios
 Naturalist	Distinguish among, classify and use features of the environment that are natural or created (e.g. knows every make and model of cars around them).	Models, flowcharts, investigations, experiments, photo essays, exhibitions, documentaries

## Management 101: A Personal Transformation into Leadership

This two-day or 16 hour course is designed for the manager/supervisor who is now “thrown” into the ranks of leader. The ideal candidate for this course is someone who is new to management, recently promoted, has learned focused leadership through on the job experience or less than three (3) years in a leadership role.

Topics include but may not be limited to:

- Being a good follower
- It is about the Ethics
- Building Personal and Team Commitment
- Our Communication Styles: Leadership Culture
- Assessing Performance: Changing the Paradigm
- Managing Diversity and Endorsing Inclusion
- The Discipline Life Cycle
- Managing Conflict: The Boss as Mediator
- Knowing Your Danger Zones
- Managing the Communication Process
- Building a Customer First Culture
- Peer Today... Boss Tomorrow
- What You don't Know really can hurt you... Understanding the Laws
- Exposure to practical application of shared concepts through role playing
- Introduce participants to the various stages of development of high performance teams

Prerequisites: Participants should be at least hold a managerial or supervisory position within the City or a Department.

## Management 101: A Personal Transformation into Leadership

### **The intended outcomes for this course will offer participants a toolbox that includes...**

- Familiarize participants with the resources that exist in the organization
- Understand what “players” are needed to resolve conflict and negotiate through team gridlock
- Participants will gain practical insight into the proper procedures that are used in the hiring and promotion process.
- Learn basic steps to succeed in customer service (internal and external)
- Raise awareness of communication and body language when assisting customers
- Learn to anticipate the needs of customers
- Learn a variety of performance appraisal models that cover self-awareness, self-regulation, motivation, empathy, and social skills
- Heighten awareness of how current trends in organization planning are important in the performance appraisal process
- Increase the understanding of federal, state, and local legislation and how it applies to ethics
- Improve decision making based on transparency
- Leading by Example
- Overcoming their own deficiencies and promoting their assets
- Heightening awareness of the legal environment and personal liability attached to poor management judgment.
- Offer different perspectives to participants as it relates to the new and changing work environment
- Incorporate accountability measures
- Obtain effective tools used to monitor and measure team and process progress
- Gain insight into effectively managing diverse teams
- Develop an awareness of how to build and implement proactive plans
- Develop an awareness of how to build a blind trust among team members (inter- and intra-department)

## Sample Leadership Program

- Defining Effective Leadership at the City of Lake Worth
- Introduction to Our Policies and Procedures
- Legal Responsibilities of Managers and Supervisors
- Risk Management (Micro and Macros)
- Health and Wellness Issues
- Best Equal Opportunity Employment Practices
- Managing the HR Administration Cycle
- Time Management Strategies
- Managing in a Rapidly Changing Environment
- Have heightened expectations and a clearly defined road map to monitor organization transformation.
- Enabled to strategically ask the right “Whys” and track sustainable progress.

## Lead Consultant/Trainer

### Gail Birks, EMBA, LMBB, IATA



#### Gail Birks

Gail Birks is the founding Principal with CMA Enterprise Incorporated. Professionally, Ms. Birks has served the South Florida Business community for nearly nine years as a Middle Market Business Assistant Vice President with Southeast Bank, NA and SunTrust/Miami, NA respectively. She Credits her banking clients with confirming her entrepreneurial spirit and dream to enter this universe. Ms. Birks holds a Bachelor Degree in Economics and Finance from Tennessee State University in Nashville, Tennessee where she was also enrolled in the University's Honors Program. She successfully defended her Honors Senior Thesis entitled 'The Economic Slump of Black Businesses: The Causes and Effects.' 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. She was also voted "Best Presenter" by her 1999 graduating class.

Ms. Birks is also a Certified Mediator and Arbitrator for the Florida State Supreme Court. Her Certifications encompass Circuit/Civil, County and Residential Mortgage Foreclosure. She has extensive experience in mediating conflicts in the workplace, customer service grievances, contract disputes, insurance claims, employee relations (and supervisor/employee matters.).

At the age of 34, Ms. Birks was elected to the Corporate Board of Gibraltar Private Bank and Trust as an **Independent Corporate Director in 1994**. She has been a part of the governing body of a financial institution that began as a privately held organization before merging in 2005 with a publically traded financial holding company and repurchased by private investors in 2009. Ms. Birks also has over 30 years of experience in board leadership and an expertise in board development and governance having served on and consulted numerous non-profit and civic boards in South Florida. In 2012, Ms. Birks received an invitation from the NYSE to attend a conference of Diverse Independent Corporate Board of Directors in NYC

And in June, 2013, she was a featured panelist for a workshop on "Enterprise Risk Management. A Director's Perspective" at the American Leader's Conference. Ms. Birks was also named as a "Director to Watch in 2014" by **Directors and Boards Magazine** (September Issue).

Ms. Birks, a published author of four books, holds an advanced ***Certification in Lean Six Sigma***. She is a ***Lean Master Black Belt through her matriculation at Florida Atlantic University*** (September, 2013). Her other professional certifications include but are not limited to the following: Certified Total Quality Management Training, Certified Self-Directed Workgroup Training, Advanced Sales Training and Management Credit Training. In 2006 Ms. Birks was selected to be a Protégée with Accenture, LLC at the national level in their Inaugural Mentor/Protégée Program.

Her consulting and business concepts have been featured in numerous cover stories in the Miami Herald and other South Florida Circulars. She has raised the awareness of grassroots and corporate clients through her consulting and training exercises, resulting in heightened awareness in the areas of organization and cultural diversity, self-directed workgroups and high performance teams, and process improvement. She has designed and facilitated sessions as well as consulted on a local, regional and national levels for public, corporate and nonprofit organizations. Ms. Birks also has a strong expertise in Marketing and Branding. She uses her Marketing Workbook, "Marketing For Greater Profits in her sessions for Entrepreneurship (E-Book in English and Spanish).

Ms. Birks' honors include: 2016 MBDA (South Florida) Luminary MBE Award; 2014 – Corporate Directors to Watch by Board and Directors Magazine; 2012 Top 100 Most Influential Black Professionals in South Florida – ICABA; Top 50 Most Powerful Black Professionals in South Florida -2011 by Legacy Magazine; Alpha Kappa Alpha Sorority, Inc., Top Hat Award in Business and Entrepreneurship - 2008; Greater Fort Lauderdale Chamber of Commerce Women's Council of Commerce Circle of Excellence Award in Business – 2007; "In The Company of Women", Miami Dade County – 2001; National Association of Business and Professional Women Business Champion – 2001; FIU-Executive MBA Class of 1999, "Best Presenter"; JM Family Enterprises African American Achiever

**Client Acknowledgement for Services**

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<b>Authorized Signor</b>	<b>Date</b>

_____	_____
<b>Authorized Signor</b>	<b>Date</b>

_____	_____
<b>Authorized Signor</b>	<b>Date</b>

CMA Enterprise Incorporated  
(dba The Breakthru Institute)



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<b>Gail Birks, President/CEO</b>	<b>Date</b>

## “We are the Organizers of Your Business Puzzle”

~Gail P. Birks, President



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