

"We Simplified Our Universe...  
So That You Could Improve Yours"

# Practitioner's Academy Prospectus



A division of CMA Enterprise  
Incorporated

# 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. The latter is done through our training division, The Breakthru Institute.

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 participating in teaming 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

# Lead Consultant/Trainer



## 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

# Practitioner's Excellence Academy

Whether you're an internal trainer/consultant or an independent practitioner, we want you to have the **RIGHT TOOLS** in your **TOOLBOX**. We help you to build your business case for **SUSTAINABLE SUCCESS SOLUTIONS** by showing you how to build your own. It is a **“HOW TO” EXCURSION** and shows you the **UNWRITTEN RULES OF THE GAME OF CONSULTING AND TRAINING**

## Make it Your Business to Know The Business!!!

Academy content includes...

- Marketing and Niche Branding
- Understanding how to price your self
- Creating a Big City Image
- Developing Sustainable Products and Services
- Understanding the Risks of Being the Boss
- Backroom Operations and Your Team
- Winning the Customer again and again
- Finding the Customers
- Boot camps are 4 days (or equivalency if conducted virtually).
- Learning how to "time" your presentations
- Create Innovative Training Modules
- Strategies to Craft Sustainable Solutions for your Clients

Coaching services are also available.

# Practitioner Program



## *Training Practitioner Package...*

*(5 days)*

We know how important it is to have products that accompany your services offered as a Trainer or Consultant. But understanding the time that it takes to design programs also proves to be cost prohibitive. Hence, we have started our Practitioners Program for Emerging and Small Practitioners.. We are providing you with the Outline for Success in your Training and Consulting Engagements. Once purchased, the Practitioner has unlimited use of the Kits. Practitioner Kits will include...

- Presentation Slides
- Participant Guide
- Facilitator handbook

*The Ala Carte training content is only available for the Practitioner Program Package.*

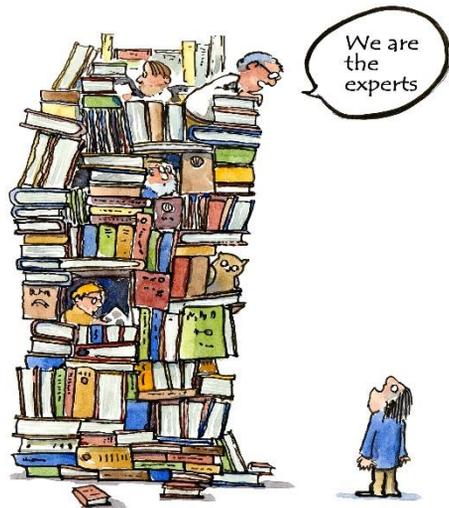
## *Consulting Practitioner Kit Packages ...*

- Consultant's ToolBox
- Marketing Prospectus
- Workbook to assist you in Building Your Niche

***Pricing varies based on package selected. For more information, Let's Talk Out Loud, call us at 954-476-3525.***

# “We are the Organizers of Your Business Puzzle”

~ Gail P. Birks, President



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