



# Board Governance Training

Submitted by  
Gail Birks, President  
CMA Enterprise Incorporated  
207 Laurel Oak Ln, Ste. B  
Davie, FL 33325  
954-476-3525  
[www.cma-ent.com](http://www.cma-ent.com)



## Board Governance Training and Technical Assistance

CMA Enterprise Incorporated offers our Board Governance clients customized services that fit your evolving culture and customers served (internal and External). Our team brings leadership the necessary skills and capacity for making effective and timely business decisions. Our expert team brings a new value proposition to board leadership by building strategies that orchestrate and optimize performance. We also focus on maximizing your board resources and scripting marketing messages that build partnerships and most important, empower you as a Board of Director.

**Our training curriculum for Board Governance is Robust. We walk the talk because our trainers are from the board rooms of Corporate America.**



## Our Offerings

***Coaching - Board Governance Training,  
4 hour sessions and 8 hour sessions available - online and classroom platforms***

Oversight Decision Making Processes,  
Committee Development and Accountability Assistance,  
Board Strategic Planning - Annual/Quarterly Updates

***Field Service Technical Assistance and Organization Review:***

Independent review publicly/privately funded Programs,  
Board and Business Accountability and Sustainability Models,  
Contracting and Outreach Infrastructure review for Board Oversight.

*Other Services*

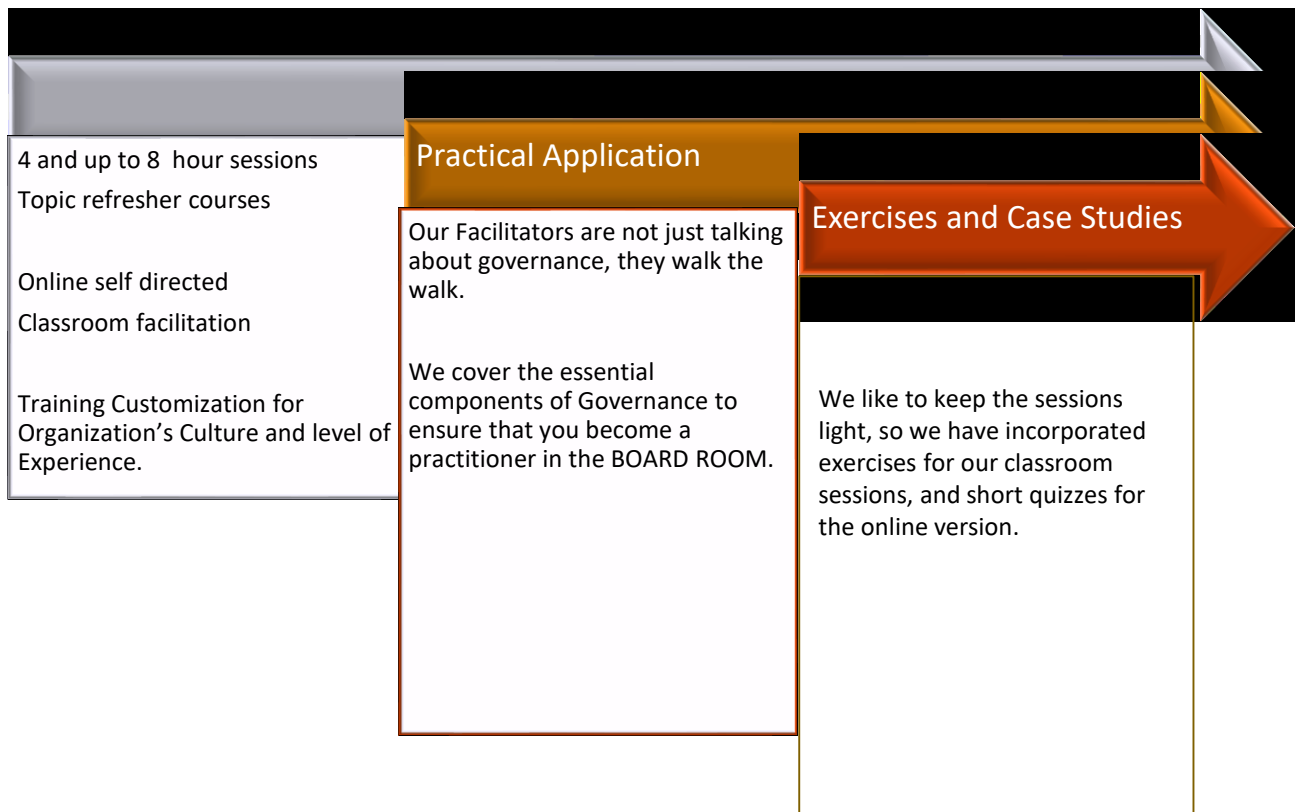
***Cooperative Agency Oversight and Technical Assistance – Infrastructure Development and Oversight,***

Staff Professional Development,  
Operational Infrastructure Assistance,  
Processes and Procedures Enhancement/Development,  
Customer Service Technical Assistance,  
Review Grant Process and Monitoring Cycle,  
Marketing and Corporate Partner Development Assistance,  
Review Programs/ Initiative Effectiveness



## What makes us different from our Competition?

At CMA Enterprise Incorporated, we have a distinct uniqueness when compared to our competition, regardless of the size of the organization. That DIFFERENTIATOR is that we are a ONE-STOP-SHOP when it comes to the Board Governance Training. We have taken the time to ensure your success. It is because we offer the following on your journey...



# Basic Board Governance Training Topics

## Session Overview

### 4-8 hour sessions

We Know that you need to start somewhere and our introductory training for new Board Members encompasses topics that include the following:

- Governance in the Sunshine
- What is the board and its role
- The role of governing board officers
- Responsibilities of board committee members
- Maximizing Board Resources
- Meeting Etiquette
- Documenting your governing board meetings
- Conflict of Interest
- Ethics
- Financial Responsibility
- Board accountability for fiscal safety and soundness
- Building Sustainability
- What Makes a Great Organization?
- Understand the Right FIT
- Opportunities for Success
- Managing the Barriers
- Empowering Your Organization
- Your Organization Chart and Accountability Structure
- Singing Your Song in the Marketplace
- Using TECHNOLOGY to Connect with Your Target Market
- Setting Your Goals

## BOARD AUDIT AND OVERSIGHT COMMITTEE TRAINING

*COURSE DESCRIPTION:* This course is structured for executives and boards who seek holistic skill sets in their oversight of the companies/departments and businesses that they have been asked to manage safety and soundness, and sustainability. Takeaways include best practice,

The intended outcome for this Training is as follows:

- Looking beyond the Financial Statements
- Creating dialogue with administrative as well as core competency areas
- Raising awareness of “Dark Holes”
- Building an environment of Continuous Improvement

Topic include...

Managing our Message

Walking Around Is part of Governance?

Who sits on the Executive Team and Who is Missing?

What is Audit and Oversight?

How are we really managing and assessing our risk? (Market, Regulatory, Company, etc.)

The External and Internal Auditor roles

Managing the Risk through our Strategic Plan

What do we do when we are out of compliance?

Repeat Offenders

Writing an Audit Report from your Assessment Documents

Types of Fraud

Frequent Scams, Schemes and other events

Internal Controls

IT and Cyber Security

Fraud ... What do we look for?

A Conversation with the Financial Statements

Principles of analyzing the Financial Statement

Treasury Risks

# ENTERPRISE RISK MANAGEMENT (ERM) TRAINING

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.

*Course Description:* This course is designed to provide the introducing the basics of Enterprise Risk Management.

The intended outcomes include:

- Clear understanding of the areas that need to be addressed
- The Players accountable for ERM
- The Impact of insufficient Monitoring
- Knowing that no question is a bad question

*Performance Management and Compensation*

- Training
- Leadership Development
- Communication (hierarchy,)
- Inclusive Strategic Planning and Monitoring
- Processes
- Managing by Walking the Halls

*Compliance by any other name*

- Reputation
- Operation
  - How we run the business
  - How we manage our talent (direct and indirect)

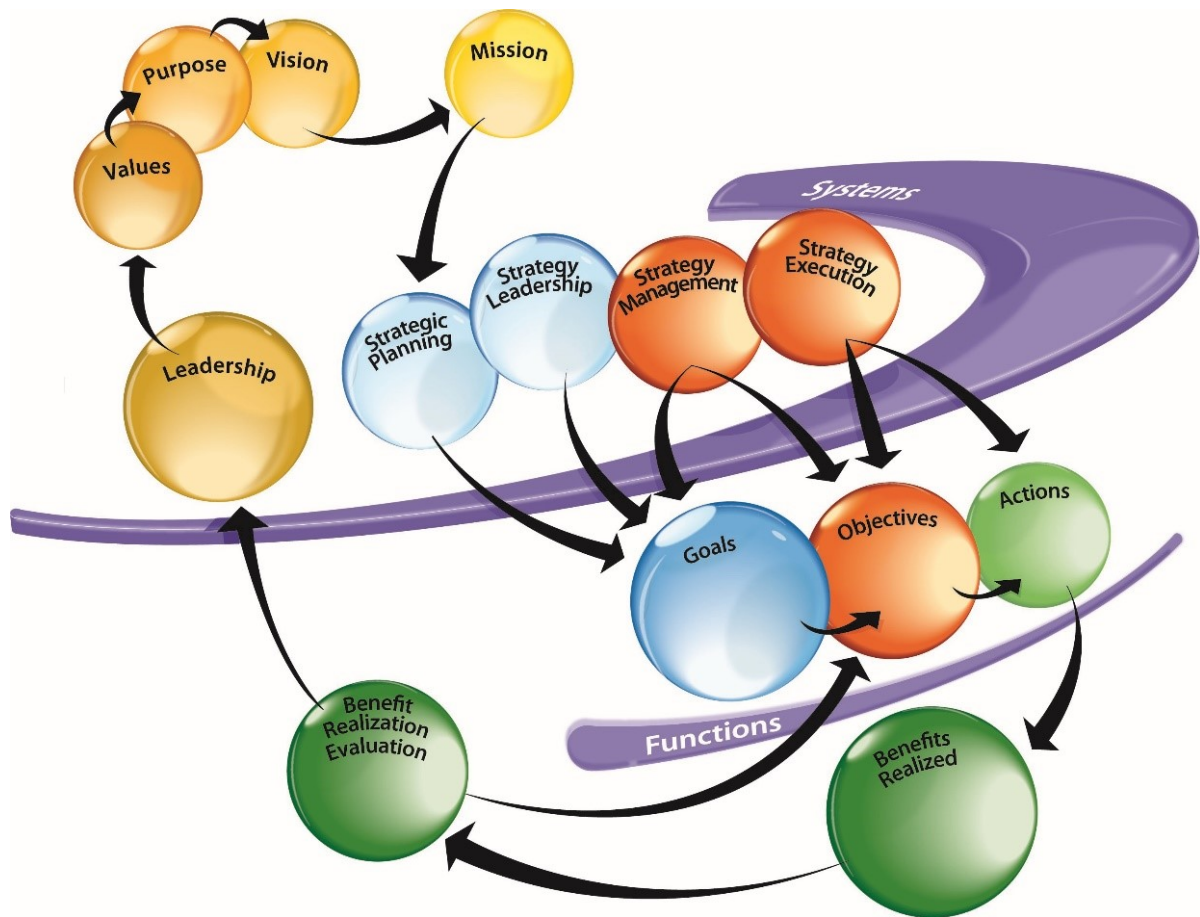
*Strategy*

- *(What does the composition of your executive leadership team look like? Is anyone missing who should be at the table?)*
- *Exclusive (board level? Staff level)*
- *Inclusive (who is at the table)*

*Framing Compliance in the context of the entire Enterprise Qs to ask:*

- What are the current compliance obligations and risks?
- Are there any ticking bombs sitting around?
- Who owns the risk?
- What controls are in place that will trigger in a timely manner problems that arise? And how well are our people trained to mitigate?
- How does the organization respond to failures in control? When is the board notified of extraordinary and/or significant issues?
- How are remediation priorities set?

# The CMA Board/Organization Strategic Planning Process



## Technical Understanding:

Because of our in depth experience in facilitating this type of engagement, the CMA Team clearly understands the details of what needs to be done to accommodate this scope of work. Our skills transcend across industry lines and fit any level of employee in an organization/community.

We first research the client’s culture regardless of our familiarity. Second, we give great emphasis on understanding the end goal. Finally, and probably the most important, we listen.

Important to our Clients is that we make it an inclusive process with deliberate steps taken for the desired results.

We take a holistic look at your organization/community and how your BOTTOM LINE is impacted by its supporting cast. We use ***an inside out/ outside in approach*** to addressing your business pain points as well as the areas that should continue to be monitored for consistency and effectiveness. The diagram that follows represents our technical focus to Strategic Planning.

This is a multi – day consulting event and involves board and staff .





©2018, all rights reserved

“We are the Organizers of  
Your Business Puzzle”

~Gail P. Birks, President



THE  
BREAKTHRU  
INSTITUTE

A division of CMA Enterprise Incorporated  
207 Laurel Oak Lane, Suite B  
Davie, Florida 33325

Office: 954-476-3525

Fax: 954-370-0803

[thebreakthruinstitute@gmail.com](mailto:thebreakthruinstitute@gmail.com)

[www.breakthruinstitute.biz](http://www.breakthruinstitute.biz)

# 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. CMA is an *ISAAC and CSSC Certified* Lean Six Sigma organization. It is also **Certified as a MWBE, DBE SBE, CDBE ACDBE, MWOSB, WBE, WOSB firm.**

Our Team expands and contracts through the use of our strategic staffing partners. Our Team focuses on leading mid-sized and large companies and governmental agencies to sustainable success. We participate 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

# 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 Assistant Vice President with Southeast Bank, NA and SunTrust/Miami, NA respectively. She 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 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.).

Ms. Birks has served as an **Independent Corporate Director since 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" and the American Leader's Conference. Ms. Birks was also named as a "Director to Watch in 2014" by **Directors and Boards Magazine** (September Issue).

Notwithstanding, Ms. Birks has served on and consulted/trained numerous non-profit boards in South Florida. She has also provided Training to Miami Dade CAA Boards, designed and facilitated as the lead trainer, training for the 11 Miami Dade Empowerment Trust boards and provided their strategic planning initiatives. She has done extensive work with non-profit boards through the Community Foundations of Broward and Miami Dade.

Ms Birks and her team have also provide Board Governance and Refresher training to the Florida Department of Education Schools of Choice since 2009 as an approved preferred provider.

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' honors include: 2012 Top 100 Most Influential Black Professionals in South Florida – ICABA; Top 50 Most Powerful Black Professionals in South Florida -2011; 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