



ENTREPRENEURSHIP EXCELLENCE Prospectus



Lean Excursions for
Success and Sustainability



THE
BREAKTHRU
INSTITUTE

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.

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



Why Train with CMA's Entrepreneurship Excellence Programs?

Being a successful leader in your organization and community is important. More so is the ability to be sustainable is key to your life line.

We understands this desire and as a result designed this academy for new and emerging entrepreneurs who want to refresh, acquire and sharpen their skill sets in the "figure it out as you go" world of entrepreneurship. It is a moving target and we have created a toolbox series that will ease some of the uncertainty.

The developmental skills that are contained in your toolbox are tiered on the functional requirements that are needed for the excursion level. Additionally, we have developed a toolbox of worksheets and templates to assist you in your journey of sustainable success.

Courses are available in the series and also as individual ala carte topics.

Entrepreneurship Excellence Academy

This academy is for the individual who is considering entrepreneurship or has been “on the other side” for less than three (3) years.

It is also available online and in blended learning format.

Topics include...



- Understanding the realities of being your own boss... The Other Side of Business
- How should I classify my business?
- Creating your Roadmap (Business Plan)... Making sure that you have address all of the “need to know” areas
- Financial Management... (two sessions)
 - Budgeting for your Personal and Business
 - Knowing your breakeven points
 - Understanding tax liabilities
 - Financial software that makes bookkeeping easy
 - Managing your Banking Relationship Team
- Business Contracts and Agreements... Knowing how to negotiate
 - Costing Your Business... Determine What You Are Worth.
 - Creating a winning proposal or bid
- Human Resources and the Entrepreneur
 - Strategically planning your talent requirements
- Marketing with a Cause (two sessions)
 - Developing your strategic marketing plan
 - Marketing on a zero budget
 - Customer Service
 - Niche Marketing
 - Networking strategically
 - Creating your “30 second” Elevator Pitch
- Technology and Entrepreneurship
 - Social Media
 - Your operating systems and programs
 - Upgrades and replacements
- Strategic Partnerships... creating the big city image
 - Selecting the right partners

Financial Management and Fiscal Accountability

An extension of the Entrepreneur Excellence Academy is the Financial Literacy Institute. We feel that as you build your wealth, you need to know how to manage it.

This course, which is separate from the other curriculum is accompanied by a resource guide/workbook that provides a comprehensive outlook into the following areas of financial literacy.

The entire toolkit will be available in hard copy and online.

For more information contact: Oliver J. Williams at 954-625-9391 or email at ojw007@gmail.com

Topics include but are not limited to...

- Understanding the Equal Credit Opportunity Act
- Traditional Credit Reporting: A historical perspective
 - What is a FICO Score?
- Understanding Your Non-Traditional Credit Report
- Budgeting: A roadmap to financial success
 - Developing your personal plan of action
- Financial Planning
 - Paying off debt
 - Disputing your credit report
 - Obtaining the proper insurance
 - Health
 - Life
 - Whole Life or Term Life
 - Long Term Care
- Understanding Investment Accounts
 - Individual Retirement Accounts (IRA)
 - Money Market Accounts
 - Annuities
 - Off-shore Accounts
- Planning For Retirement
- Estate Planning
 - Wills
 - Living Wills
 - Health Care Instructions
 - Power of Attorney
 - Probate
 - Trusts



“We are the Organizers of
Your Business Puzzle”

~ *Gail P. Birks, President*



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Entrepreneurship
This Way →