

## The CM Designation:

for 2010

Why Certification? Certification provides professional recognition and is a distinguishing mark of competency and credibility. The Certified Manager (CM) designation is a credential for professionals practicing management.

The CM designation sets minimum professional standards based upon education, experience, and demonstrated competency through three formal examinations.

The CM affirms an individual's mastery of key management principles and practices as both taught and recognized in academia and the global workplace.

CM Objective helps support management development and raise management competency as a profession in the practice of our personal work related work. It serves to offer validation of management knowledge and experience, provision for professional benchmarking and recognition of achievement, and to foster expanded affective operation around prime tenets.

EBMA and the CM hope to:

- Develop a spirit and understanding of management as a profession,
- Provide an opportunity for recognition and application of managerial skills,
- Provide investment in management attention and employee development, and
- Establish a framework for improving productivity and reducing costs and burden.

## Background:

Electric Boat Management Association and the Committee for Management Development have been formally proctoring the Certified Manager (CM) Program at EB since 1995. EBMA provides robust and solidly founded proctor-guided refresher training sessions to enhance management knowledge and prepare individuals for required certification testing.

The CM Program is governed by the Institute of Certified Professional Managers (ICPM) on the campus of James Madison University, VA. The ICPM is a professional organization made up of educators, working sector professionals, and leaders of the National Management Association and the International Management Council.

The ICPM was founded in 1974 and is fostered and enriched through its operation within an academic environment. The ICPM has been leader in management certification for over 30 years with the CM being recognized nationally across both business and industry as a testament and benchmark in the profession of management.

## Eligibility:

- All Applicants are required to complete a formal application provided by the ICPM. (EB professionals with more than a few years experience have had no problems fulfilling requirements.)
- Open to EBMA active members, who have met the required ICPM minimum experience and education points.
  - Education Point structure factors all formal collegiate education, and professional management training or employer manager/supervisor training.
  - Experience Point structure considers task, project, team leadership/management, along with non-managerial experience.

## Program Outline:

### Structure:

- The CM Program consists of three (3) refresher training modules with a standardized examination at the end of each module.
- Each module involves approx. 8-10 chapters of study, covered over 4-5 weeks at home and in classroom settings (2 chapters per week), the 5<sup>th</sup> or 6<sup>th</sup> week in-class session involves a full module overview and module pre-test "primer".
- Typical home study requires 4-6 hours per week (as reported and averaged). Participants required per week to:
  - > Read two study chapters;
  - > Research/address Chapter Learning Objectives;
  - > Answer and review Chapter Self Test Questions;
  - > Engage in group discussion of topics.

### Group Refresher training sessions:

- Classroom sessions will be proctored by a current Certified Manager and held on-site. They blend structured text questions with group discussion and review to create a dynamic and interactive environment for material understanding and relatedness.
- Classroom sessions meet one day a week, held after work at 4 – 6 P.M. (currently planned for Thursdays)
- Classroom sessions meet in an EB training or conference room.

### Coursework:

- Module I – Foundations of Management (Principles-roles, ethics, responsibility; Functions-planning, organizing, leading, controlling; Environment-diversity, global reality; Foundations-communication, technology, economic and legal systems)
- Module II – Planning and Organizing (Tactical and strategic planning; Decision making; Managing teams-group dynamics and work groups; Resource management-work structure, functional involvement, HR management)
- Module III – Leading and Controlling (Styles, theories, empowerment, delegation; Behavior, motivation, conflict; Monitoring and measuring-effectiveness, efficiency, capability; Finance and Accounting)

### Examinations:

- The Module Exam is scheduled for the Saturday ending the last week for that module. (Planned to be held in the Colonel Ledyard Bldg.)
- The exam is a 2 hour individual standardized test, consisting of 120 multiple-choice questions. The test will be submitted and graded by the ICPM, kept confidential, with results and general feedback returned to enrollees.
- Exams are design to assess actual management skills rather than strictly memorized facts. The majority of the exam questions measure analytical and decision-making skills yet do include knowledge-type questions.
- Analytical questions: tests ability to understand causes and relationships
- Decision-making questions: tests ability to recognize if solutions can be determined
- Knowledge questions: tests ability to identify a piece of information

## Why is professional certification in management an issue?

Certification in Management atop Technical Expertise helps balance the needs of our demanding working environment. Today's business climate: More work - less time; More demands - less resources; Tighter schedules - less float; Greater capabilities - lower total life-cycle costs.

Emphasis today is not on merely on what we provide to the customer, but focusing more on the how and means we provide products to the customer. Increasingly important to our customer is the way we do business, as evidenced through increased levels of accountability, control, and performance reporting.

## Why then Certified Managers or Certification in general?

Because managing is at the heart of how we do things.

Certification leads to greater job enrichment, improved efficiency and output. It is an investment that holds strong potential to keep returning on itself (personally and organizationally).

- Certification demonstrates commitment. Certification demonstrates to peers, business associates, and the general public, one's commitment to that profession. College degrees no longer represent the full measure of knowledge or aptitude in today's rapidly evolving workplace. Instead, certification serves to distinguish professionals as leaders in their fields.
- Certification enhances a profession's image. Certification aluminates, grows, promotes, and develops professionals who stand out in an industry or field. They are publicly recognized by their professional credentials (i.e., CFA, CLU, CPA, CM, etc.). Organizations that invest in certified professionals, gain advantage over the competition by employing the best and the brightest and knowing who to best challenge.

- Certification reflects achievement. Certified professionals make the effort to improve themselves both professionally and personally and hold themselves to a high code of ethics. An impartial, third-party certifies that at a set level of knowledge and skills have been attained. This achievement is evidence of a pursuit for excellence and the ability to meet elevated standards and requirements.
- Certification builds self-esteem. Certification programs set standards for performance, ethics, and continuing professional development (through recertification). Certified professionals control their own destiny and possess a deep sense of personal satisfaction and accomplishment.
- Certification offers an individual a better understanding of one's work environment and through the tools and expectations help allow better handling of situations.

## FAQs:

How can the CM designation be achieved?

The CM designation can be achieved by: a) Meeting the ICPM eligibility guidelines; b) Submitting the application and having fees paid; and c) Successfully passing the three examinations.

Is the Certified Manager Program just for Managers (i.e., by title)?

NO !!! Management defined, is the attainment of goals in an effective and efficient manner through planning-organizing-leading-and controlling, people-plans-resources-and capabilities. The majority of the corporation, excluding the more freshman employees, work to this definition in one way or another, at different levels.

What's in it for me?

Recognition of accomplishment over others; holder of knowledge; self-gratification; and personal achievement. The CM provides and confirms substance beyond mere perception. It offers a professional distinction and an affirmation of an individual's mastery of management principles and practices, and supports a standard recognized level of excellence. It fosters recognition on a national front and is a testimony to you and others of the importance of this knowledge base and your ability.

## Enrollment:

- Complete the ICPM Application and the EB Enrollment Agreement. The ICPM application includes an educational and experience worksheet as part of the application, used to help determine and confirm if you meet the minimum requisites.
- Enrollment is limited to 10 members, and will continue to and close on February 25, 2009, contact John Consigio (433-6527).
- Spaces will be filled on a first come basis in order of receipt of completed/approved application by the ICPM. This will be discussed at the information session. (All members are urged to attend the information sessions stated above for more details.)

## Materials, Fees & Expenses:

- Enrollees are required to purchase from the ICPM three Module Study Manuals that will be used for home class and home study.
- Participants, EBMA, and EBC (with an approved ROPE) will split program fees and expenses.
- Overall Out-of-Pocket Costs is based on bundle pricing, EBMA single group order, EBMA reimbursement for successful completion, and any approved EB ROPE advance payments.
- See cost breakdown on following page:

<u>Cost Breakdown (per participant)</u>	<u>Cost</u>
• Application	
• CM Examinations and On-line learning access	
• <u>Study Manuals [3 Books]</u>	
• I CPM Bundle Price (when paid in full w/Application)	\$645
* <u>EBMA Reimbursement upon Successful Completion</u>	\$265
** <u>EBC advance ROPE subsidy (see terms and conditions)</u>	\$300
Member out of pocket expense at Program Completion (with approved ROPE and EBMA reimbursement - see terms)	\$ 80
*** Plus - Complementary Dinner Ticket for CM Recipient to be used at Program recognition night at EBAC Corporate Night Dinner Meeting.	

### RPOE Details:

- An EB ROPE (Request for Out-Plant Education) Form may be completed and submitted to the Training Organization, if approved by your department Manager, Director, and VP.
- An approved ROPE authorizes EB to pay the I CPM directly the amount stipulated in advance of your training. The amount requested can be up to \$300, to cover the costs for training materials.
- Specific terms and conditions are associated with the use of ROPE for the CM Program. The employee must sign an Enrollment Agreement to the terms and conditions, and meet them, in order to have the ROPE approved by Training, and not have to repay the company for the amount advanced. The conditions require the employee to:
  - Successfully Pass the 3 standardized CM Examinations, or,
  - Attend at least 80% of all the training class sessions and take all the required examinations.