

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



Building the Framework for an ERM Initiative



Greetings:

One of our specialties is to “coach” you to your definition of sustainable success. Taking our process and performance tools, we did some minor translations and converted techniques common in our UNIVERSE so that you can improve yours. Hence, the Enterprise Risk Management (“ERM”) Business Case that gives you a bird’s eye view along with the details needed to repeat your success models again and again.

CMA is a process and performance improvement consulting firm established in 1990. We specialize in bringing organization/cultural transformation to our government and commercial clients by enhancing capability and raising capacity through performance and process improvement consulting/coaching. Using the Lean Six Sigma methodology will be an integral part of the processes that we use for such an engagement.

Our consulting approach and methodologies continue to focus on minimizing risk and waste and maximizing an organization’s assets and resources for sustainable success. We have provided this service to Public and Private Sector organizations (Pharmaceutical – R&D and Manufacturing), Government and Public Sector agencies (Utilities) and large Non-Profit Organizations. Removing Silos and building a framework of inclusive decision making cultures as well as sustainable success models is our **“wheelhouse”**. And we welcome the opportunity to bring our value proposition to your organization.

I look forward to your favorable response and if you have any questions, please contact the undersigned at 954-476-3525.

Kindest regards,

A handwritten signature in red ink, appearing to read 'Gail P. Birks', is written over a light blue horizontal line.

Gail P. Birks, EMBA, LMBB, IATA
President/CEO
Mediator

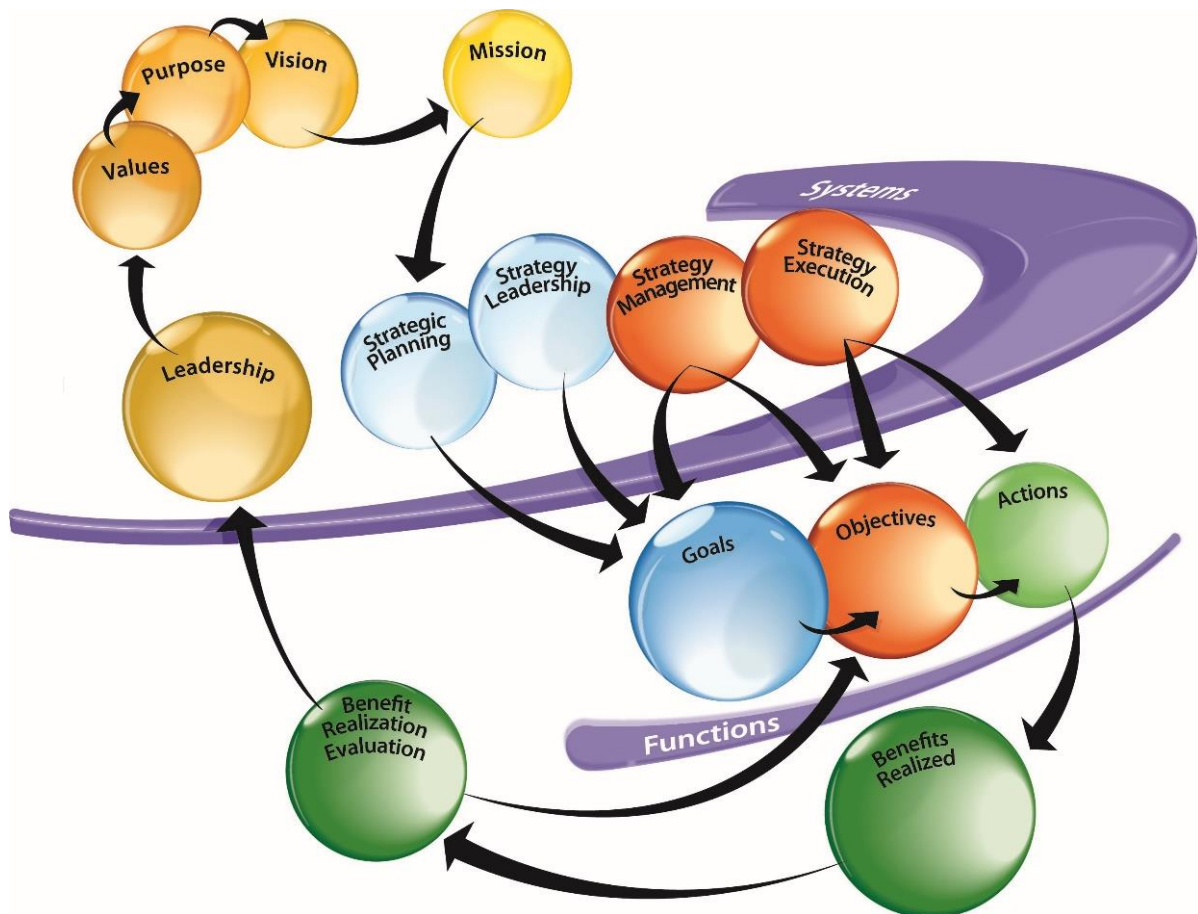
Managing Director
The Breakthru Institute

Enterprise Risk Management

Business Case Development Interpretation



Based on our understanding of the type of requirements that our value proposition can bring to UF, the following is offered to facilitate the development of the framework that lays the foundation for a sustainable enterprise risk management initiative for UF. The components that will need to be addressed once the engagement is confirmed are included in the diagram below.



Noteworthy is that subcategories will also be determined subsequent to the confirmation of the engagement.



Enterprise Risk Management

Proposed Scope of Engagement

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.

- First, we research the client's culture regardless of our familiarity.
- Second, we give great emphasis on understanding the end goal as we design your path to sustainable success.
- Third, we gather data through surveys, interviews, observations (if applicable), and focus groups (SME)
- Fourth, we create and facilitate SME workgroups to process sustainable success models that fit the culture of your organization and the desired vision and accountability metrics.
- Fifth, we "teach you to fish" as we educate you on how to apply and re-apply the concepts and methodology used in putting corrective action in place.
- Finally, we create and facilitate next steps (phases) for implementation of the Action Plans developed in the SME Workgroups

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.

Lean Six Sigma philosophies, tools and concepts are an integral part of the planning processes that are used to examine the business case(s) you intend to implement. Through the fact finding exercises that generate a holistic view of your organization, assessing its people, processes, and desires for transformation, the CMA Team will bring the cohesiveness needed to focus on **WHAT IS IMPORTANT FOR SUSTAINABLE SUCCESS.**

Future Phase Eligibility:

The CMA Team also requests eligibility and inclusion in the facilitation of future phases that would develop from this proposed engagement.

Our Work Plan

The CMA Team proposes three core tasks for this type of engagement.

Phase One



Mobilize the Planning Process

- Obtain approval on the Project Timeline
- CMA Team requests and reviews historical documentation referencing the current and/or desired state of the organization
- Key Stakeholders (individuals and groups) are identified
- Coordinate with staff on reserving the meeting venues and scheduling SME workgroup sessions
- Initial key stakeholder interviews and focus groups begin
- Phase one focus groups with Key Staff and Process Owners are scheduled

Phase Two



Collect Data through Collaboration and Cross Fertilization

- Facilitate Steering Committee Focus Groups and Interviews
- Collect, Review and Organize Data and Feedback Collected
- Research best practices
- Schedule next phase of feedback sessions
- Facilitate follow up focus group sessions to obtain feedback on findings. Up to two sessions
- Establish Attainable Goals that match the desired success and accountability models sought for the organization

Phase Three



Formalize Your Plan for Implementation

- Prepare final summary for the Execution and Monitoring Phases
- Implement rapid result recommendations that will evolve
- Educate the process owners on the “How” when it comes to sustaining the pace for success

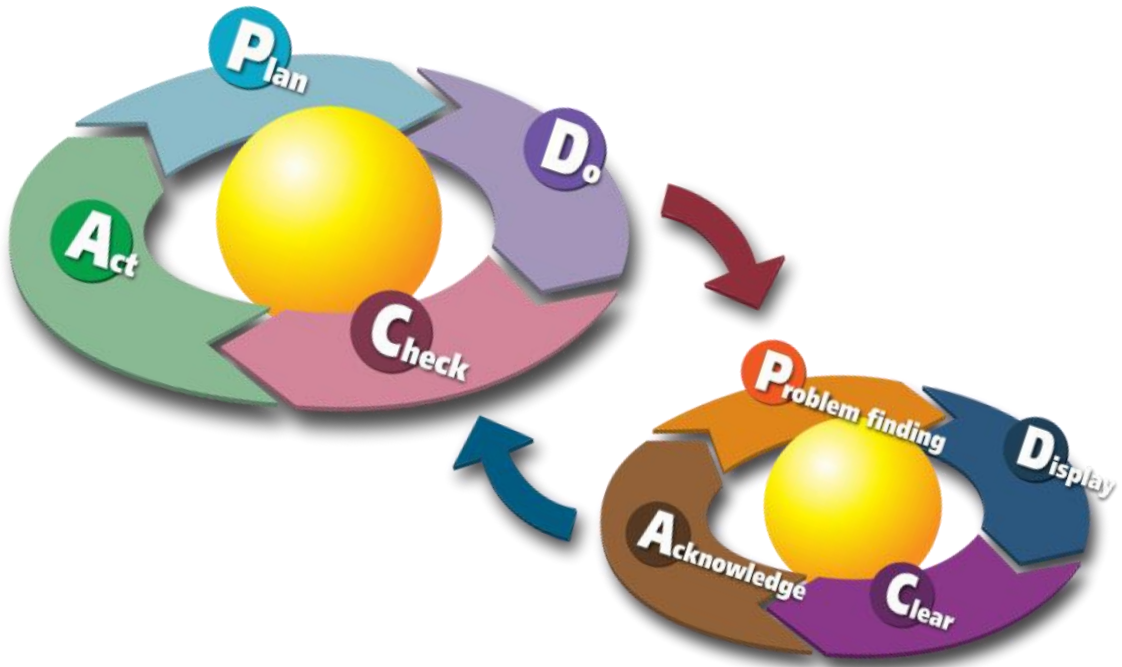
*Note: Clients are provided with a permanent document that reflects the “Roadmap” to become the organization’s working document in the monitoring phases for sustainable success. A “Toolbox” is available upon request.

Optional



CMA is available for ongoing technical assistance for the implementation of recommendations presented in the strategic Plan (Quarterly/Semi-annually/ Annual basis). This is considered a separate engagement.

Building Efficiency One Kaizen at a Time!



This process is used to identify **small improvement projects (a.k.a. KAIZENS)** that will give you some initial impact and connect to other areas that lead to global impact and ultimately organization and cultural transformation. “Plan Do Check Act was designed by Dr. W. Edward Deming, a Trailblazer in the field of Process Improvement and Enterprise Risk Management. It gives its users the accountability cycle for building sustainable success in small steps.

When used in the business sense and applied to the workplace, kaizen refers to activities that continually improve all functions, and involves all employees from the CEO to the front line workers.

A Kaizen could last 5 minutes in duration or 30 days. These are ***called “Quick and Easy” Kaizens.***

Optional Proposed Fee Structure for Subsequent Phases

The CMA Team is providing the schedule below in support with the subsequent proposed engagement requirements. Once a more defined schedule of engagement can be determined, a more detailed budget will be Constructed and final fees negotiated.

The proposed rates below do not include out of pocket expenses that will be required in support of the proposed engagement.

	Hourly Rates	Daily Rates
Principal Consultant	250.00	2000.00
Senior Consultant	180.00	1440.00
Associate Consultant	130.00	1040.00
Junior Consultant	85.00	680.00
Project Clerical Assistance	30.00	240.00
Graphic Designer	150.00	na
Project Management	180-225.00	1440.00-1800.00

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).

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

Our Team

Our clients benefit from professionals and practitioners with extensive experience in business and industry that include...

- *Performance and Process Improvement (Six Sigma)
- *Finance and Related Services
- *Education
- *Sales and Business Development
- *Logistics
- *Healthcare and related industries
- *Pharmaceuticals and related services
- *Government and Public Sectors
- *Human Resources and Staff Augmentation
- *Manufacturing and Distribution
- *Food Service
- *Retail
- *Engineering and IT
- *Customer Service
- *Community and Business Development



“We are the Organizers of Your Business Puzzle”

~Gail P. Birks, President



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