

EXECUTIVE AND PROFESSIONAL COACHING SERVICES



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President
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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

Lead Consultant/Trainer/Coach

Gail P. Birks



Gail Birks, EMBA, LMBB, IATA

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, government, non-profit, higher education and corporate clients through her consulting and training exercises, resulting in heightened awareness in the areas of organization, leadership, executive and professional coaching, diversity and inclusion, self-directed workgroups and high performance teams, and process improvement. She has designed and facilitated sessions for the classroom and eLearning platforms.

Ms. Birks' honors include: 2017 – Luminary MBE Award - 2014 – Corporate Directors to Watch, Boards and Directors Magazine; 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

Higher Education Clients served include... Miami Dade College, University of Phoenix, University of Florida, Bethune Cookman University, Broward College

Why select CMA's Leadership Training and Coaching Services?

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

The CMA Team understands this desire and as a result designed this engagement for new and seasoned leaders who want to refresh, acquire and sharpen their skill sets in the "figure it out as you go" world of leadership. 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 this excursion level.

We have walked in your shoes... We are Senior and Executive Level Professionals...We are **known for getting the sustainable results** that we get for our clients...We are **known for getting the sustainable results** that we get for our clients... The CMA Team has been **repeatedly successful in raising our client's level of maturity and enhancing your capability and capacity** through performance and consulting and training that delivers AHA Moments™ again... and again for nearly 25 years...

Finally, The CMA Team has been **repeatedly successful in raising our client's level of maturity and enhancing your capability and capacity** through performance and consulting and training that delivers AHA Moments™ again... and again for nearly 27 years

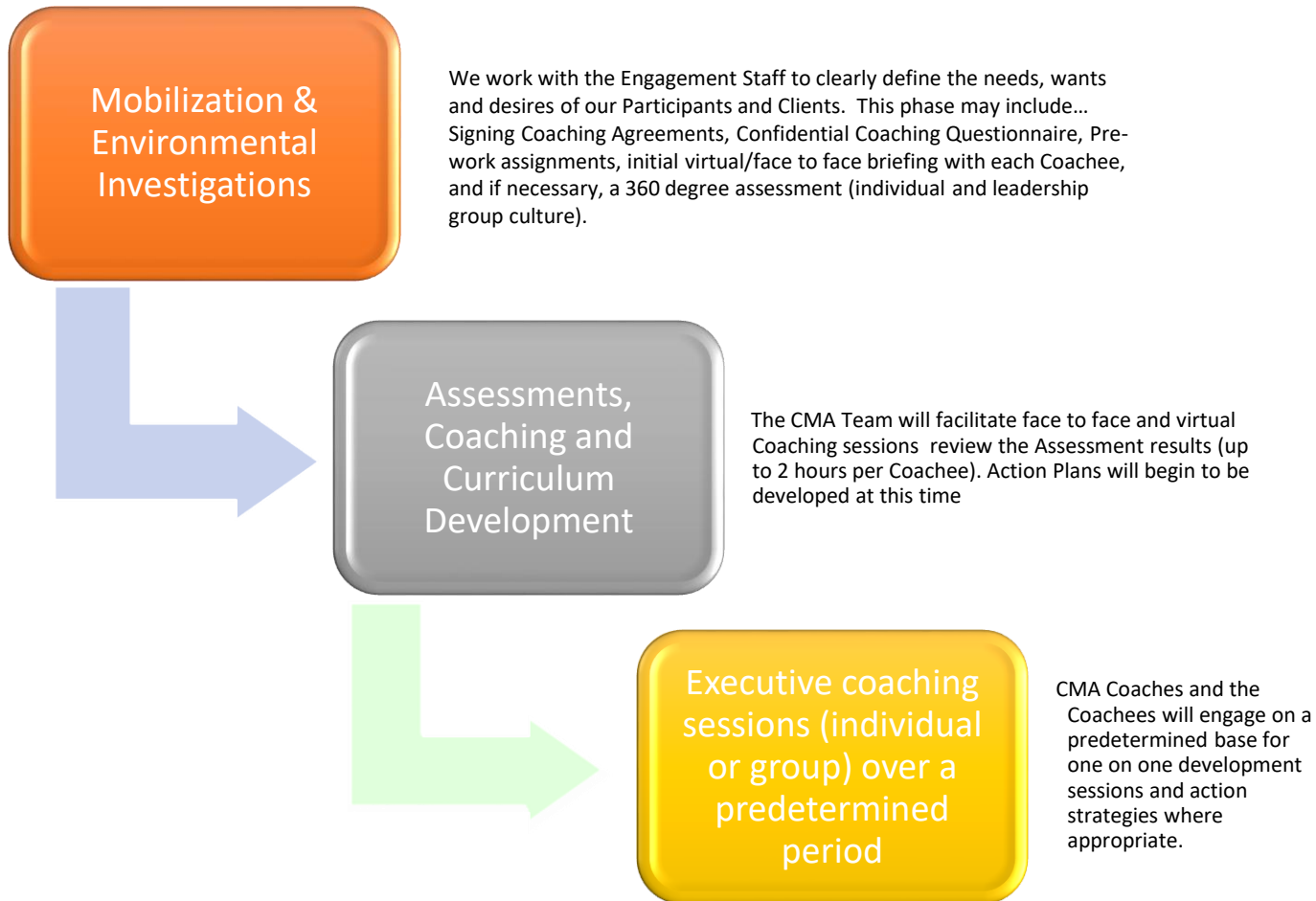


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CMA Coaching Program Overview

Based on our experience, the diagram below reflects our process for course management



Competencies

In partnership with the Client, the CMA Team of Coaches will seek to build the following capacity and capabilities in the Leader Participants.









- Leadership Style (Voice)
- Employee Motivation / Empowerment
- Communication
- Personal Accountability
- Sensitivity Skills
- Performance Management
- Employee Development

Our Approach to Executive Coaching and Group Leadership Sessions

We believe that in creating materials for the adult learner or coaching candidate can be as engaging as those materials needed for young audiences. Our materials are designed to Captivate, Motivate, Educate, Replicate with Ease, and Entertain.

The CMA Team embraces **the Eight Intelligences in Training and Coaching Delivery** as its drivers to be considered when creating our curriculum materials.

Abilities and Targeted Activities for the Eight Intelligences

The Intelligence	The Ability to...	Targeted Activities
 Linguistic	Communicate and make sense of their word through language.	Debates, reports, case studies, speeches, pamphlets, brochures, poetry, story books, diaries
 Musical	Create, communicate and understand meanings made out of sound.	Commercials, songs or raps, background music, performances, rhythmic patterns
 Logical-Mathematical	Use and appreciate abstract relationships.	Problem solving, mapping, designing, schedules, essays, action plans, experiments, relationships, graphic organizers
 Visual-Spatial	Perceive visual or spatial information, to recreate visual images from memory.	Art works, murals, illustrations, mobiles, advertising, animations, building models or dioramas, slides, pictures, patterns/designs
 Bodily-Kinesthetic	Use all or parts of their body to create products or solve problems.	Role-plays, dances, mime, dramatization, aerobics, physical games, working with hands
 Interpersonal	Make distinctions about the feelings of others and their intentions, to react to the moods of the people around them.	Small group work, co-operative learning environment, buddy systems, peer teaching
 Intrapersonal	Build accurate mental models of themselves and to draw on these models to make decisions about their lives. It is an understanding of one's own strengths and weaknesses.	Logs, journals, diaries, autobiographies, resumes, portfolios
 Naturalist	Distinguish among, classify and use features of the environment that are natural or created (e.g. knows every make and model of cars around them).	Models, flowcharts, investigations, experiments, photo essays, exhibitions, documentaries

DiSC 2.0 Plus Assessment Tool (Recommended)

This tool is effective in evaluating a Coachee in the areas of their management and leadership styles and how they need/ want to be managed. Additionally, an action plan is created in the assessment debriefing session that the Coachee owns.

The DiSC model provides nonjudgmental language for exploring behavioral issues across four primary dimensions:

- **Dominance: Direct and Decisive.** D's are strong-willed, strong-minded people who like accepting challenges, taking action, and getting immediate results.
- **Influence: Optimistic and Outgoing.** I's are "people" who like participating on teams, sharing ideas, and energizing and entertaining others.
- **Steadiness: Sympathetic and Cooperative.** S's are helpful people who like working behind the scenes, performing in consistent and predictable ways, and being good listeners.
- **Conscientiousness: Concerned and Correct.** C's are sticklers for quality and like planning ahead, employing systematic approaches, and checking and re-checking for accuracy.

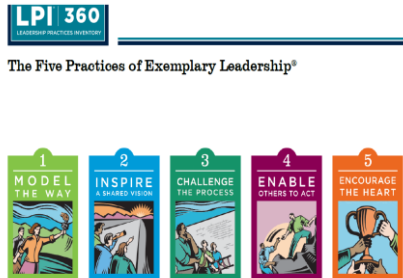
Detailed, personalized information helps people apply DiSC learning to specific business situations, including sales, leadership development, customer service, and conflict resolution.

Action Strategies

Once the Action Strategies are established, Coachee will meet with us to track their progress and/or brainstorm a new direction to achieving their personal sustainable success model.



LPI 360° Plus Assessment Tool



Having a starting point is important to our Coachees as well as our Team Coaches. The LPI 360° Assessment will be used to evaluate the current state and the transformed state of the Leader Participants. The results will provide a starting point for the dialogue for leadership skills enhancement.

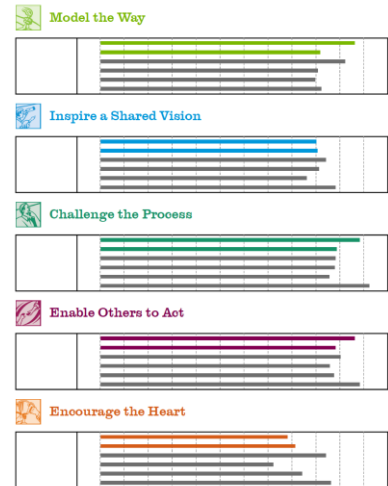
Leadership Participants will receive their personal assessment. Management Sponsors and participants will be provided with a group culture report to gain an understanding strengths, weaknesses and opportunities for success.

Coachees will have up to 18 months to complete two assessments. The group cultural reports are generated at no charge to the Client.

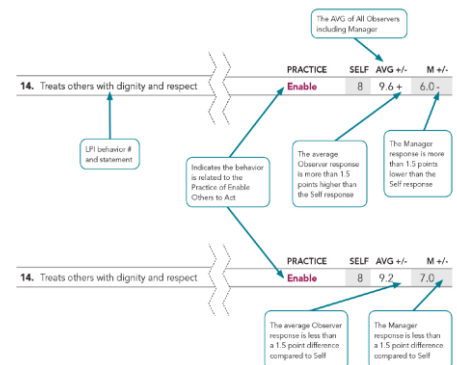
Action Strategy

Leader Participants will participate in two (2) assessments.

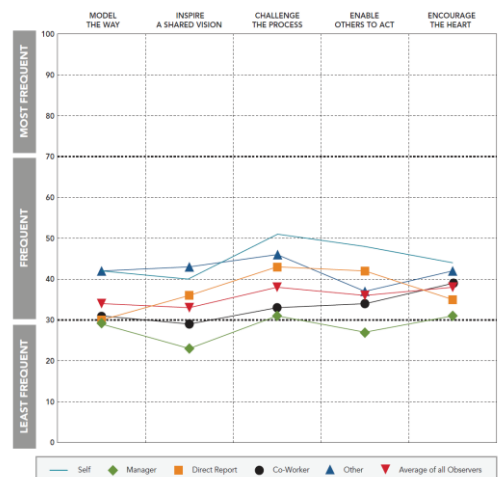
- The Initial Assessment will assist in the development of the Coaching Action Plan
- The Handoff Assessment will assist in determining the improvement achieved over the 12 months of coaching and the skills that still require continued improvement.



Leadership Behaviors Ranking



Group Percentile Ranking



Leadership Team - Individual Assessment (Alternative tool)

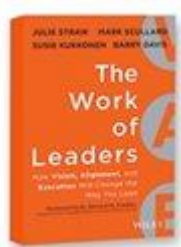
Another assessment tool that can be an alternative means to tract skills is the Everything DiSC Work of Leaders.



Leaders will

- Receive tangible steps directed at leading a group or organization toward a desired outcome.
- Understand how your tendencies influence your effectiveness in specific leadership situations.
- Understand yourself better -- the first step to becoming more effective when leading others.

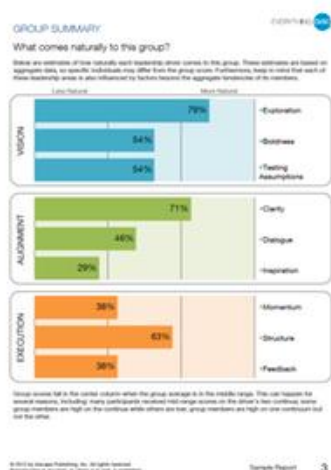
Optional Reading



The Work of Leaders: How Vision, Alignment, and Execution Will Change the Way You Lead distills leadership best practices into a simple, compelling process that helps leaders at all levels get immediate results.

In the view of the authors, leaders have three fundamental responsibilities: They **craft a vision**, they **build alignment**, and they **champion execution**.

Leadership Group Culture Assessment



The 34-page report provides group-level data on preferred behaviors based on leadership best practices. Group data is presented in graphs, along with individual data for each continuum. The group data will help facilitators understand which best practices come most and least naturally to the group.

This report is created from 3 or more individual completed **Everything DiSC Work of Leaders® Profiles**.

“We are the Organizers of Your Business Puzzle”

~Gail P. Birks, President



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