



Breakthru
Learning –
Organization
Black Label
Product Licensing

*“We simplified Our Universe so that
You can Improve Yours”*

Effective October 1, 2020



Breakthru Learning Excursions – Organization Black Label Licensing Program

Greetings:

At CMA Enterprise Incorporated and its wholly owned affiliate, The Breakthru Institute, we strive to make your professional development easy to access.

We are also sensitive to how you need to brand your internal products which is why we are bringing you the opportunity to experience our Black Label Program.

Enjoy the Curriculum Excursions designed by CMA with your Company Logo and “culture” integrated into it. This strategy gives you the opportunity to accelerate your development time and reach your internal clients with a quality product. Most important, you make this journey yours.

Since 2002, CMA has offered its Clients this Value Proposition. We are excited to share with you our Intellectual Property as well as Advisory and Coaching Services.

We bring you the “Tackle box” fully loaded and “Teach you to FISH!!!”

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gail P. Birks'.

Gail P. Birks, EMBA, LMBB, IATA

President/Chief Solutionist

CMA Enterprise Incorporated



Why Should You consider a CMA Licensing Program?

Being able to offer your Talent Management Associates and Leadership timely and update to date training initiatives is something that CMA believes in. And because Quality Edu-Tainment is our Business, we wanted to share our “secret sauce.”

The CMA Alternative Licensure Program is designed to save you time and investment in developing your Training Excursions. We provide you with the participant guides, the facilitator notes, the presentation slides and generic case studies. Most important, the Train the Trainer or 3T is available to our corporate clients (public and private companies, non-profit agencies, Governmental Agencies (Quasi Government) is available upon request. You will have unlimited use of the curriculum regardless of the plan that you choose. Unique to our Licensure Program is that we also offer to provide you with quality assurance in the program content and trainer delivery upon request. Specifically, through our curriculums packages, we assist you in your journey of attain **sustainable success**. Additionally replacement trainers can be included in our Licensing Program for an additional fee.

Offerings range from ...

- Ala Carte Curriculums (mini excursions)
- Education Excellence Academies
- Ongoing Quality Assurance
- Train the Trainer Certification

Programs include the complete program series outlined later in this prospectus, or you can simply purchase the curriculums only. Details of each option are included in this prospectus. CMA does not include supplemental materials like, assessments or software. These are sold separately.

Certain Licensing Agreements include technical assistance and 3T services. Clients do have the option to purchase technical support options.



Breakthru Learning – Organization Black Label Program

We understand that sometimes you just want to do it on your own. And we have a licensing program just for you.

Course Content

We understand the desire for shelf ready content and as a result designed this offering of tools and curriculum materials to refresh, acquire and sharpen your skill sets in this “figure it out as you go” world of business. At CMA, we provide you with a clearly defined roadmap.

The developmental skills that are contained in these curriculum packages assist you in your journey of **sustainable success**.

Shelf Ready Content

Having your own Learning Platform definitely saves time and the required investment. The Organization Black Label Program gives you the option of two tracks for Content acquisition. This solution gives you the leverage you need to build or enhance your library with proven curriculums. The Organization Black Label Program – Track I also has an option to include a “Train the Trainer” 3T.

We help you to bring **BEST IN CLASS PRACTICES AND METHODOLOGIES** to your Organization/Community.

Organization Black Label Program

Our black Label Program is designed to have two (2) tracks.

- Track I – Content and Train the Trainer Support
- Track II – Materials only

The Track that you select will depend upon your Organization’s level of readiness. We do recommend that you consider at least two (2) Facilitators who are trained in the CMA programs .

Content Audit/Review Requests

ONLY ORGANIZATIONS WHO ARE FORMALLY ENTERTAINING A CLIENT RELATIONSHIP WITH CMA ENTERPRISE INCORPORATED ARE ELIGIBLE FOR THIS SERVICE.



Program Features

The Organization Black Label Program provides you with the full compliment of materials for your toolkit to train the Lean Excursions that you acquire.

Breakthru Learning – Organization Black Label Program

	Features Summary	Content Package Summary
Participant Guide and Supplemental Materials	x	x
Facilitator Notes	x	x
Presentation Slide Deck	x	x
Train the Trainer (3T) up to 5 trainers <i>(Track I only)</i>	x	
Technical Support (UPON REQUEST)	Negotiable	
Private Label Privileges	x	x
Curriculum Updates (Upon request)	Annually up to 3 years	
Curriculum Content Marketing Prospectus	x	x

Exclusions

Requests to provide Course Excursion Facilitation and Lean Project Coaching Engagements that are beyond the course project coaching are considered additional services to the Label Program.

Software used for the Lean Six Sigma course series are...

- QiMacros,
- MiniTab,
- Sigma XL

Organizations are not obligated to use the software listed but understand that the course excursions are designed with these applications in mind.



Track I Features

Licensee gets:

- Unlimited use of the curriculum
- Generic Case Studies
- Candidate Application Templates (Lean Six Sigma)
 - Black Belt and Master Black Belt Certification Courses
- Review of initial conversion of curriculum (first year of licensing only)
- Train the Trainer (up to 5)
- Permission to private label
- Curriculum marketing Prospectus for each content excursion purchased

Supplemental services available upon request include...

- Technical Support
- Curriculum updates (when available)
- Refresher Training for Existing/New Trainers

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The Lean Six Sigma exam content is **not included** in the licensing package.

- It is kept separate to ensure that the independence and integrity of the process is maintained for the certification.
- **Lean Six Sigma Licensees are not required to use the exams** that are associated with the applicable curriculum for proper certification, **but it is encouraged for the “continuity of successful learning” provided in each series and your heightened success on this excursion.**
- Lean Candidates who use our exams have a 100% success rate in completing the course. **Additionally, exam scores range from 89% to 99%. The minimum passing score is 70%.**

Track II Features – Content only

These packages cover all topical categories. Licensee gets:

- Unlimited use of the curriculum
- Permission to private label
- Curriculum marketing Prospectus for each belt excursion purchase
- Application Templates (lean Six Sigma Black and Master Black Belt Certification)

The Lean Six Sigma exam content is **not included** in the licensing packages for Lean Six Sigma.

Supplemental Services are upon request and considered separate engagements.



Ongoing Technical Support Program

Upon request, we are available to provide you with technical support for your programs.

For your benefit, we are providing the details of your investment breakdown for the ongoing Licensing Technical Support Program.

Options are noted below and represent annual considerations.

Breakthru Learning – Organization Black Label Program

Refresher Training for current and new trainers	See “Additional Trainer Certification Fees
Curriculum updates/review	Varies by course/series
Content and Module Development	Varies by content , Request a quotes
Trainer coaching sessions	Hourly rates apply
Ongoing Technical Assistance	Fixed or hourly is negotiable



Personalized Excursions

Clients have the option of customizing your curriculum framework internally or engaging CMA Enterprise Incorporated.

- Videos and certain Graphics are not included in the Content Framework, but recommended placement will be provided.

Intellectual Property Ownership

CMA (and its Associates, The Breakthru Institute) Training/Consulting materials utilized in training/consulting engagements are PROPRIETARY AND COPYRIGHTED. Additionally, all materials typically used in these engagements are considered pre-existing programs. "CMA Enterprise Incorporated may use pre-existing materials and the re-use of the materials for "like" training/consulting is prohibited without the written consent of an authorized representative of CMA Enterprise Incorporated (CMA). Any non-existing content or Client owned materials, or consulting documents that are created/used for the Client Engagement shall be the property of the Client.

Conditions of Use

The Individual Licensing Agreement is the oversight document as it relates to the rights granted by CMA/TBI for the use of our materials. Should a conflict arise the Individual Licensing Agreement shall be referenced in the noted dispute.

Permitted Uses: Licensee may only use the Product as follows:

- Licensee will be issued a license for use of the products and supplemental materials in the traditional classroom, virtual or blended theater.
- Licensee is permitted to print one copy of the *Excursion Content* in *hard copy* or *your electronic device(s)* for **your personal use ONLY**.

Prohibited Uses: Licensee is prohibited from the use of the Product Content not expressly permitted in the preceding section. Prohibited uses include but are not limited to:

- Licensee cannot print and re-distribute the Excursion Content to other individuals unless a separate Individual License Agreement has been executed and the Materials purchased from CMA.
- Licensee cannot distribute Excursion Content in any form (digital or hardcopy) unless each user has a CMA license agreement or User purchases an Enterprise License.
- Licensee cannot upload the Excursion Content onto a Shared File Server or Cloud Platform where other individuals can access it without an Enterprise License extended for the Excursion Content and Supplemental Materials.

Breakthru Learning – Organization Black Label Program



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- Licensee is prohibited from using any aspect of the Product as part of a trade-mark, design-mark, trade name;
- Licensee is prohibited from incorporating the Product in any way that results in a re-distribution or reuse of the Product or is otherwise made available in a manner such that a third party can extract or access or reproduce the Product Content and/or Supplemental materials.
- Licensee is prohibited from Using the Product Content in a manner that is considered under applicable law to be pornographic, obscene, immoral, infringing, defamatory or libelous in nature, or that would be reasonably likely cause any person or property reflected in the Product to be seen in a false light;
- Licensee is prohibited from Removing any notice of copyright, trade-mark or other proprietary right from any place where it is on or embedded in the Product Content. This also applies to the CMA Corporate Logo.
- Licensee is prohibited from Sub-licensing, re-selling, renting, lending, assigning, gifting or otherwise transferring or distribute the Product or the rights granted under this Agreement;

Multiple Locations

Licensees with multiple locations will need to contact the CMA Administrator at 954-476-3525.



Designed to Industry Standards

We value quality and specifically the integrity of our curriculum content. Hence, all of the content in our Academies of Excellence has been researched and designed in accordance to the recognized standards of Business and Industry.

Industry Collaboratives

CMA is an advocate of collaboration. Whether it is with our SME Facilitators or our software providers, we make our events “COMMUNITY COLLABORATIVES.” We are licensed distributors with QiMacros® Statistical Software and a valued partner in the Breakthru Lean Excursions.

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Continuing Education Credits

CMA is an ***approved HRCI Provider for SHRM.*** With this collaboration, we have gotten several of our Content Excursions approved for HRCI (General Business)_ Credits.

HRCI Continuing Credits are only available under the CMA Enterprise Incorporated Label.





Excursion Catalog Categories

Select course offerings have HRCI Credits

Lean Six Sigma Series...

- Lean White Belt
- Lean Yellow Belt
- Lean Green Belt
- Lean Black Belt
- Lean Master Black Belt
- Lean Champion
- Lean Kaizens (PDSA)
- Lean Business leader
- Lean Lockstep Program
- Lean Manufacturing/Operations



Leadership Training...

- Leadership Series – Track I
- Leadership Series – Track II

Practitioner’s Master Class Academy

- Independent Practitioner Track
- Organization Practitioner Track

Entrepreneurship Training...

- Entrepreneurship Excellence
- Lean Entrepreneur and Business Leader

Project Management Preparatory Course

Includes case study and toolbox

Diversity and Inclusion

- Diversity and Sensitivity Awareness
- Race Relations
- EEO Compliance
- Supplier Diversity



REQUEST A QUOTE :

Contact Gail Birks at 954-476- 3525 or

<https://www.cma-ent.com/lean->

General Business Courses (ala carte modules)

CMA offers mini excursions that all our client/students focus on one specific area of interest as opposed to an entire series.

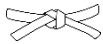
Ala carte selection categories include...

- Organization Development
- Enterprise Risk Management
- Leadership
- Customer Relations
- Process Improvement
- Team Building
- Project Management
- Mentoring and Coaching
- Performance Improvement
- Financial Management
- HR Management and Compliance Issues
- Entrepreneur Development
- Board Governance
- Communication Skills
- Marketing Essentials

Other Program Services/Offerings include...

- Curriculum Development
- Case Study Customization
- E-Learning platforms
- Presentation Development
- Concierge Sessions
- Trainer Mentoring
- DiSC Assessment Tools
- Process/Performance Improvement Advisory Services





White Belt: Assists with process mapping (8 hours)
HRCI Continuing Ed Credits: 8 Credits



Yellow Belt: Front line Team Members handle The data collection (16-20 hours)
HRCI Continuing Ed Credits: 13.75



Green Belt: Lead Teams, focus on analysis (64 hours)
HRCI Continuing Ed Credits: 54.5 Credits



Black Belt: Solutionists, Lead Teams, Train and Coach green and Yellow Belts (80 hours)
HRCI Continuing Ed Credits: 92.35 Credits



Master Black Belt: Oversees Project teams and associated Team dynamics, functions as Coach to other levels (100-120 hours)



Other Certificate Training



Champions take responsibility for Six Sigma implementation across the organization in an integrated manner. (Organization Leadership) – (16 hours)
HRCI Continuing Ed Credits: 13 Credits



Lean Business Leader/Entrepreneur: For the Business Leader who must be able to speak the language of their corporate and government clients in order to close the deal. (3.5 days)
HRCI Continuing Ed Credits: 28 Credits



Lean Practitioner (Kaizens): Run your own projects with the tools that will assist you in mobilizing project teams, project management, handoff and monitoring for sustainable integration (1/2 – 1 day; kaizen project timeframes vary by project)
HRCI Credits pending



Lock-step Program: For the Company who is on an accelerated timeline to transform your culture, this is for you. In **6-8 months**, our candidates will **go from yellow to black belt**. If you seek your **master black belt designation**, it is **12-15 months**. See above HRCI Credit reference.



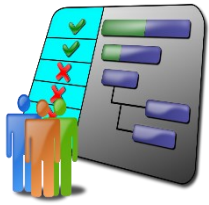
TPS – A Lean Approach: This training focuses specifically on the principles and tools used in this universe of “Lean Manufacturing” as created by Mr. Toyoda and Mr. Ohno. This Lean Course, while originating in the manufacturing climate is not just for professionals in that industry. The tools and critical thinking can translate across industry lines. (3.5 days)



Lean Project Management: The training will introduce all of the key elements of Project Management in accordance to the body of knowledge with emphasis on the core methods and analytical tools that are important to sustainable and successful project management (PM) with a “taste” of Lean Six Sigma.
HRCI Continuing Ed Credits: 6.75 Credits



Outcomes – Driven Contracting Supply Chain Management and Acquisition Designed to assist the Organization’s Leadership and Front Line (general workforce) in guiding their respective teams and sometimes the customers on how to maximize their acquisition experience. Attendees will be exposed to the key fundamentals of serving the most important person to your company... THE CUSTOMER, however that is defined.



PM Fundamentals, An Overview - 1-day : The duration for our course is 1 day or 8 hours for classroom sessions and up to 30 days for online excursions. The training will introduce all of the essential elements of Project Management in accordance to the body of knowledge with a “taste” of Lean Six Sigma. **HCRI Credits: 7.25 (Business)**

PM Body of Knowledge - 2-day : The duration for our course is **2 days or 16 hours for classroom sessions** and up to **60 days for online excursions**. Participants will understand the concepts and methodology of Project Management, Strategic Thinking, and how it links with managing organizational goals.



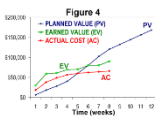
Agile Management Foundations Course – 2 days: We have designed an Agile Journey that is a mirror to the Lean Kaizen A3 Model for you. **HRCI Credit: 15 (Business)**



Hybrid Project Management Fundamentals Course – 3 days: Participants will be able to apply: Methods for translating the voice of the customer into the voice of the business/initiative, Methods for mobilizing an initiative from a to z, Building the execution and monitoring plan, Methods for improving and controlling the project management process and promoting “out of the box” thinking and continuous improvement for sustainable project success. **HRCI Credit: 18.0 (Business)**



Project Risk Management Course – 1 day: Typically facilitated as an integral part of the Hybrid or Fundamentals Courses, the Project Risk Course is designed to provide a more concentrated assessment for the Project Manager of the project or initiative’s critical paths and/or vulnerabilities however defined. **HRCI Continuing Ed Credits: 7.50 (Business)**



Earned Value Management – 1 and 2 day Course availability: The duration for our course is 1 and 2 days equivalency for the sessions The training will introduce the key elements of Earned Value Management (EVM) in accordance to the Project Management (PM) with a “taste” of Lean Six Sigma and Agile. The course is facilitated in simulation format. **HRCI Credit: Pending**



Project Controller – 1 day: This course is typically an integral part of the Hybrid and other Project Management Excursions offered by CMA. The segments used in designing this course reflect the overall monitoring and management of a project and the creation and use of a project journal. **HRCI Credits 7.50 (Business)**

OTHER PM EXCURSIONS



Lean Practitioner (Kaizens): Run your own projects with the tools that will assist you in mobilizing project teams, project management, handoff and monitoring for sustainable integration. A3 and 8D Kaizen project timeframes vary by project. Tool Introduction Sessions – 1 to 3 days.)



Outcomes – Driven Contracting Supply Chain Management and Acquisition Designed to assist the Organization’s Leadership and Front Line (general workforce) in guiding their respective teams and sometimes the customers on how to maximize their acquisition experience. Attendees will be exposed to the key fundamentals of serving the most important person to your company... THE CUSTOMER, however that is defined.





LEADERS

First Time Supervisors – An Orientation (2 – 4 hours) This session provides practical insight into creating your new leadership pathway to success. Takeaways include:

- Tools to use in your daily activity as a leader
 - *Heightened awareness when attempting to build rapport with your staff/crew, peers and managers, etc.
 - *Confidence in yourself as a new leader
 - *The formal expectations that apply to your new career assignment
- HRCI General Business/HR Credits Pending**

LEADERS GUIDING LEADERS FOR SUSTAINABLE SUCCESS

(six – 4 hour sessions) This interactive Leadership series is designed to (re)introduce the soft skills as well as technical capabilities that are meant to ensure a leader regardless of your level is properly prepared. The sessions bring insight and a carefully designed toolbox for your organization's leadership.

- Topics include... Leadership Readiness * Managing Conflict * Building Trust * Performance Metrics * Time Management * Effectively Serving Your Customer
- HRCI General Business Credits are available**



OTHER LEADERSHIP EXCURSIONS

We work with you to customize your journey... whatever your level of leadership experience.

Leadership Academy – Track I This academy is for the manager/supervisor who is now “thrown” into the ranks of leader. The ideal candidate for this academy is someone who is new to management, recently promoted or less than three (3) years in a leadership role. You choose the topic that best fit your needs. The series is scheduled to be 3-7 days over a period of 3 to 6 months. It is also available online and in blended learning format.

Leadership Academy – Track II The Leadership Academy II is designed for the Mid- and Senior level manager who oversees divisions, departments and/or corporations. It is designed to help this individual script their conversations when moving strategic goals forward... removing silos and building inclusive decision - making cultures... and most important broadening their own perspectives on leading in a sustainable manner. This series is structured to be 3-5 days over a 3 to 6 month timeframe.

Lean Champion - This 2 day course equivalency is designed to assist the Organization Leadership, Process Owners and/or Key Stakeholders in guiding their respective teams and sometimes the individual members on how to maximize their resources in a Lean Business Environment. From a management oversight perspective, the Champions will learn to utilize customized lean six sigma assessment tools that will help them to understand their own management styles as well as shape group culture for sustainable success and organization growth.

Board Governance and Accountability (.5 -1 day) 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. This course is designed to provide the introducing the basics of Enterprise Risk Management for Board using best practices from a Practitioner’s perspective.

Lean Business Leader This training even focuses on the Entrepreneur in today’s Business Environment to who must be able to speak the language of their corporate and government clients in order to close the deal. This 4 day course (online equivalency) is designed to assist emerging and seasoned business leaders in growing their businesses and divisions and their effectively managing their workforce!



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Request Your Quote TODAY!!!

For More Information

Email us at

info@cma-ent.com

Or call us at

954-476-3525