



Breakthru  
Learning –  
Organization  
Platinum Label  
Program

*"We simplified Our Universe so that  
You can Improve Yours"*

---

*Effective October 1, 2020*



# Breakthru Learning Excursions – Organization Platinum 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 purple 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.**



## 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 the “figure it out as you go” world of business. It is a moving target and we have created mini toolbox series that ease some of the uncertainty.

CMA is providing you with the opportunity to “RENT” our Content Excursions and put your name on it.

## Breakthru Learning – Organization Platinum Label Program

Bringing you a variety of  
Professional Development  
Solutions through...

- E-Learning
- Face to Face
- Blended Experiences

The developmental skills that are contained in these curriculum excursions assist you in bringing your journey of ***sustainable success into your Organization’s LEARNING COMMUNITY.***

## Shelf Ready Virtual and Face to Face

We know that most Organizations have their own Learning Platforms that house your content. This Solution gives you the leverage you need to build or enhance your library with proven curriculums that bring **BEST IN CLASS PRACTICES AND METHODOLOGIES** regardless of where your audience is located.

## Platinum Labels

Our Content and associated exams are hosted on a fully secure and managed Learning Management System (LMS).

The platform is secured with the latest security and firewall features. User levels can be customized to your internal client population users. Our Virtual and Classroom Content platforms provide you with the continuum of learning that you seek for your internal clients and can be made available to you with in a few days of registration.

## Content Review /Audit Requests

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



## Online Features

**Create a dedicated library with content and exams, customized user populations**

Our online platform allows us to serve you just like we are in the classroom. Participants are able to download their handouts and enjoy a live session or an archived event. The latter does allow for scheduled live coaching if applicable.

Exams are also available online for those that require testing, and scoring is done immediately. We are also able to issue certificates of completion. A summary of features includes...

## Breakthru Learning – Organization Platinum Label Program

• Unlimited Courses	• Advanced Reporting
• Content Conversion	• Course Catalog
• Quizzes & Assessments	• Custom Domain
• Mobile Training Experience	• Admin Permission Levels
• Real – Time Reports & Dashboards	• Instructor-Led Live Training
• Course Series Workflow	• 24 Language Options
• Single Sign on (SSO)	• SCORM Import from Storyline and Captivate
• API	• White Label Branding
• Admin Restrictions by Group	• Customer Success Manager, Quarterly Business Reviews
• Email, Chat & Phone access,	
• Admin Restrictions by Group	



## Group Enrollment

The CMA Platform also has the capability to upload your employee user listing and create a dedicated group so that we can be ready in advance when you schedule the courses online. CMA can create a dedicated group so that you can track employees from your organization only based on the categories and information shown. We can upload attendance lists via excel files as well as download the progress reports into a functional excel file for your audit use.

## Real Time Reporting

At CMA we strive to make our Client's online experience user friendly. The screens below are our back office platform for our Online Institute that allow us to quickly set up our programs and track progress .

Course Overview gives you a capsule summary of the activity and status. Administrators and managers can request or access reports to view individual attendee activity.


# Breakthru Learning – Organization Platinum Label Program

Course name: Green Belt Sample Module  
Generated: 01-Oct-2021 1:20 pm PST

First name	Last name	Email	Progress	Score	Deadline
Ken			Missed Deadline		5/19/2013
amy			Missed Deadline		5/21/2013
Rich			Missed Deadline		5/21/2013
Peterjohn			Missed Deadline		5/27/2013
R.			Missed Deadline		7/5/2013
Robert			Missed Deadline		3/14/2016
Brittanie			Missed Deadline		3/14/2016
Daniel			Missed Deadline		3/14/2016
Anthony P.			Missed Deadline		3/14/2016
Ian			Missed Deadline		4/3/2016
Joel			Missed Deadline		9/28/2016
Mark			Missed Deadline		9/13/2017


## Personal Content Dashboards

Users are provided with their own dash board when signed into the CMA application. As indicated, it gives notification of deadlines, passed/failed, last activity







The Breakthru Institute, a division of CMA Enterprise Inc...  
Bringing Innovative EDU-TAINMENT in Online Learning

Gail Birks, EMBA, LM... >

### My Courses

Search... 


All (5) | Invited (2) | Completed (3)

- Charter School board G... 
- Checkpoint for Organiz... 
- Customer Service... "Bec... 
- Lean Six Sigma Black... 
- Lean Six Sigma Black B... 
- Course Evaluation 
- Supplier Diversity Traini... 

#### Lean Six Sigma Black Belt Improve Module


Guiding your team to the right solutions is critical not only for your success, but also managing the politics of change in your organization. Understanding the relationships of the causes and effects, and testing your recommendations are also important in identifying the triggers needed to sustain your solutions.

Modules in this course must be completed in order.

 You have missed the deadline to complete this course. Contact your trainer for further information: [thebreakthruinstitute@gmail.com](mailto:thebreakthruinstitute@gmail.com)

Last Activity: 23 Jan 2014

Complete before: 19 Feb 2014

Progress: Missed Deadline 

Score: -



## *Designed to Industry Standards*

We value quality and specifically the integrity of our curriculum content. Hence, all of the content in our Lean Six Sigma Academy has been researched and designed in accordance to the recognized standards of the Process Improvement Industry. Our Curriculums (White/Yellow, Green and Black) have also been reviewed and vetted by Accredited Industry SMEs.

## *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 Institute Lean Six Sigma Excursions.



## *Continuing Education Credits*

CMA is an **approved HRCI Provider for SHRM**. With this collaboration, we have gotten our Lean Excursions approved for HRCI (General Business) Credits. This proves to be greater incentive for our clients because you don't just get a global certification, **you also receive Continuing Education Credits**.



Breakthru  
Learning –  
Organization  
Platinum Label  
Program



## *Personalized Excursions*

Our Clients truly enjoy the Platinum Excursions that we bring because quality is not compromised, but enhanced.

### *Platinum Labeling Customization*

We know that you feel better when your brand is leading the way in Learning Excursion, whether it is in the classroom or virtual. Through our Platinum Labeling Initiative, we integrate your logo, and customized title for the content curriculum. Content Customization is available upon request and considered a separate engagement.

### *Enhanced Customization*

CMA is your Partner in Lean Learning Excursions. Whenever our Clients require significant alterations to the CMA Content, we will work with you in this journey. Any adjustments to the original content shall require the final product to be reloaded. Quotes for Content Customization are provided upon request.

### *Intellectual Property Ownership*

CMA (and its Associates, The Breakthru Institute) Training/Consulting materials utilized in training/consulting engagements are PROPRIETARY AND COPY RIGHTED. 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.

Breakthru  
Learning –  
Organization  
Platinum Label  
Program





# Breakthru Learning – Organization Platinum Label Program

## ***Program Pricing***

### ***Learning System Hosting...***

**Option 1:** When your desire is to only use the learning system a one time setup fee of \$5000.00 will be required with a \$150.00 monthly hosting fee for the duration of the specific Content Engagement(s).

### ***Enhanced Content***

**Option 2:** This option will require a one time setup of \$5250.00. Utilization estimates are described below and a quotation shall be available upon request.

### ***Utilization Investment***

We try to keep our pricing simple and easy to understand. If you are not in an active Excursion then you are not charged. Clients are charged based on an average flat fee regardless of the user levels. The fee will include the course setups and hosting fees associated with an active engagement.

Request a Quote  
today!!!  
954-476-3525 or  
[info@cma-ent.com](mailto:info@cma-ent.com)



# 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



## 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...

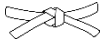
- Curriculum Development
- Case Study Customization
- E-Learning platforms
- Presentation Development
- Concierge Sessions
- Trainer Mentoring
- DiSC Assessment Tools
- Process/Performance Improvement Advisory Services

## REQUEST A QUOTE :

Contact Gail Birks at 954-476- 3525 or

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





**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. **HRCI 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.



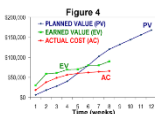
**Agile Management Foundations Course – 2 days:** We have designed an Agile Journey that is a mirror to the Lean Kaizen A3 Model for you. **HRCI Credit: 15 (Business)**



**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.



Breakthru  
Learning –  
Organization  
Platinum Label  
Program

# Request Your Quote TODAY!!!

For More Information

Email us at

[info@cma-ent.com](mailto:info@cma-ent.com)

Or call us at

954-476-3525