



Strategic Planning Services Offering

Gail Birks, President/CEO
CMA Enterprise Incorporated
207 Laurel Oak Lane, Ste. B
Davie, Florida 33325
954-476-3525 * cma@cma-ent.com
www.cma-ent.com

Our Focus...

When facilitating a strategic plan for our clients regardless of the size, we always look at the engagement from this perspective. By understand the categories of discussion, we can build a “focused” plan for the **LIVING DOCUMENT** that you strive to create.

But if there is one thing that we do understand is everything begins and ends with the **CUSTOMER**.



CMA 3 – Tiered Approach to Strategic Planning

Tier 1	This is a basic strategic planning that answers the questions... "This is who we are."... "This is what we are striving to become"... and "These are the core goals we want to achieve this year and beyond."
Tier 2	The approach and methodology is meant to bring a more holistic approach to a small or medium sized entity in need of building a more robust plan to include... "Staff and Leadership composition requirements" ... "Programs/Initiatives/Products offered (to be)..." "Understanding what is Critical to Quality" ... Level 1 scope of planning
Tier 3	Designed for enterprise wide planning. This toolbox investigates: "Risk and Organization Hazards (internal and external)" ... "Performance/Success Metrics" "Gap and Trends Analysis" ... Level 1 and 2 scope

Planning Engagements can be customized to accommodate the organization's requirements for growth planning. [Click here](#) for more information.

What CMA Can Do For You...

Nearly 100 years of professional, leadership and entrepreneurial experience encompass our value proposition

- ***Process and Performance Excellence***

- Easy to use tools and templates for accelerated planning events
- Organization wide Performance and Process Improvement inclusivity
- Organization/ Community Strategic Plans that can be shaped to accommodate each community served while bringing consistency in the overall organization strategic plan.
- HR Gap Analysis that plans for growth and capacity building requirements
- Community/Organization Engagement Strategies
- Cost Allocation and Fiscal Management Analysis and Forecasting
- Efficiency and Effectiveness Kaizen(improvement) Initiatives
- Marketing and Branding Assessments

- ***Planning and Economic Development***

- Real Estate Development Consulting
- Urban Planning
- Economic Development
- Land Use & Zoning
- Transportation And Traffic Patterns
- Infrastructure (utilities, solid waste, etc.)



Ofc.: 954-476-3525
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“Organizers of Your Business Puzzle”

CAPABILITY STATEMENT



Gail P. Birks,
President/CEO

Duns: 802944728
CAGE Code: 1C7E5

Certified:



COMPANY OVERVIEW

CMA Enterprise Incorporated is a Boutique Consulting and Advisory firm established in 1990. . We focus on Strengthening your Sustainable Success Strategies ...

- Performance and process Improvement Consulting
- Workforce Training (classroom and online)
- Advisory and Coaching Services
- Product Licensing

CMA services business and industry locally, regionally, nationally and globally.

Differentiators

- Customer FIRST!!! Philosophy
- Advanced level Lean Practitioners
- Subject Matter Expert (SME) Practitioners
- Customized Solutions designed for Sustainable Success
- 24/7/365 Online Training Platform
- HRCI SHRM Credit Courses

Partial Client List



Primary NAICS CODES: 541611, 541618, 541614, 541199, 541612, 541990, 541490, 561110, 611710, 874827, 611430

UNSPSC: 601016, 601017, 801015, 801016, 801115, 801615, 811415, 811416, 861018, 861115, 861116, 931420

SPC: 6615, H169, H199,6930,H969, K069, U001, U002, U004, U005, U008, U009, U010, U012, U099,R431



CONSULTING

- Strategic Planning
- Project Development/ Management
- Process and Performance Imp.
- Community / Econ. Develop.
- Organization/ Cultural Assessments

WORKFORCE DEVELOPMENT

- Facilitation
- Train the Trainer
- Certification/ Project Training
- Classroom, Online and Blended Learning Platforms

ADVISORY SERVICES

- Cultural Transformation
- Unconscious Bias Executive Coaching
- Focus Groups/ Interviews
- DiSC Assessments
- Dispute Resolution
- Curriculum Design

WEB BASED PRODUCTS

- Webinars (live and archived)
- E-Books
- Media Programs

OTHER SERVICES

- Product Licensing
- Master Svc. Agreements



Gail Birks, EMB, LMBB
President/CEO
CMA Enterprise Incorporated

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 grievances, contract disputes, insurance claims, employee relations (and supervisor/employee matters.).

Ms. Birks has served as an **Independent Corporate Director since 1994**. During her tenure as Chairperson of the CRA Committee, the Bank has received numerous Community Awards and recommendations of "Outstanding" and "High Satisfactory" ratings from regulatory agencies (OTS and OCC).

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



CMA Team Project Capabilities

✓ <u>General Planning</u>		✓ <u>Human Resources</u>	
• Strategic Planning	X	• General HR MGT.	X
• Utility Planning	X	• DEI Expertise	X
• Future Dev.	X	• Recruitment	X
• Operations Reviews	X	• Compensation and classification	X
• Staffing and Departmental Infrastructure Management	X	• Administrative investigations	X
• Sustainability Plans for	X	• Employee engagement	X
• Monitoring and Accountability	X	• Process and policy review	X
• Facilities and Site Review	X	• Organizational assessments	X
• SMART City TA	X	• Strategic planning	X
• Best Use Assessments	X	• Training and employee dev.	X
		• Content Development	X
✓ <u>Economic Development</u>		<u>Organizational Development/Design and Strategic Planning</u>	
• Market studies	X	• Membership Campaigns	X
• Grant writing	X	• Institutional Branding	X
• Revenue enhancement	X	• Communication Strategy	X
• Property appraisals	X	• Audience and Market Research	X
• Value engineering	X	• Community and Program Needs Assessment	X
• Infrastructure mgt.	X	• Leadership and Stakeholder Engagement	X
• Streetscape design	X	• Reg./Natl. Benchmarking	X
✓ <u>Public Engagement</u>	X	• Concept Planning, Design and Implementation	X
• Crisis/conflict management	X	• Board Governance and Development	X
• Public outreach	X		X
• Social media	X	✓ <u>Other Consulting</u>	
• Writing and Communication Skills	X	• Specialized Legal Services (mediation)	X
• Public Speaking and Facilitation	X	• Public-private Partnerships	X
✓ <u>Financial Services</u>		✓ <u>Environmental</u>	
• General Fin. Consulting	X	• Wetlands delineation	X
• Cost allocation	X	• Wetland permitting	X
• Plan Development	X	• Mitigation and monitoring	X
• Financial forecasting	X	• Environmental impact assess.	X
• Fund analysis	X	• Phase I environ. Site assessments	X
• Cost of service	X	• Permitting and compliance	X
• Special Purpose Consulting	X	• Code Enforcement and Compliance Assessments	X
• Resource Development	X		
• Local, State and Federal Funding knowledge	X		



REQUEST A QUOTE

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