

How we create value

from our resources and relationships

As a membership organisation, CIMA's relationships are core to our business. Our stakeholders represent the resources on which we draw and are the main beneficiaries of the value which we create. We have not provided an exhaustive list of all the resources and relationships which we use and affect, but have focused on those that are most material to our organisation. For example, we have not detailed the role that buildings, equipment, public infrastructure or raw materials play in our business as they are less relevant to our long-term business success. However, CIMA acknowledges the importance of protecting the environment and we act responsibly in the way we use energy and other resources.

RESOURCES

Our employees

As a leading professional institute, our employees are critically important to the success of CIMA. We are developing them by enhancing management skills, building a culture more suited to innovation, and enhancing our customer focus. We are building a CIMA-wide employee value proposition that reflects where the organisation is heading.

VALUE CREATED

Skills development and opportunities
Better, happier, more engaged, and therefore more productive employees

RESOURCES

Pipeline of new members

We closed the year with 112,406 students, of whom 30,399 were at the strategic exam level or were completing their practical experience.

Financial capital

Student subscriptions and exam fees account for 53% of our group income, so are vital to ensure our long-term financial stability.

VALUE CREATED

Accessibility to all – no minimum entry requirements
High quality training and revision
Skills development

RESOURCES

Our members

Our members are also our brand advocates and ambassadors; their success in business will strengthen the value of management accounting.

Our members also represent a substantial pool of knowledge on which we are able to draw.

Financial capital

Member subscriptions account for 36% of our group income.

CIMA's financial position at year end remained strong, with a 5.4% increase in cash and equivalents, and an 8.9% increase in liquid assets.

VALUE CREATED

More employable members and long-term career opportunities
Member networks and online communities
Support throughout careers
CPD products and services, including CIMA Mastercourses, CIMA Publishing and CIMA OnDemand
Ethics support, whistleblowing and law express helplines

CIMA EMPLOYEES

STUDENTS

MEMBERS

RESOURCES

Intellectual capital

Our reputation as a leader in the field of management accounting is an integral part of how we differentiate ourselves. It is crucial for us to maintain the relevance of the CIMA syllabus to the world of business.

Our research driven Innovation Agenda plays a central role in ensuring we remain the leading voice in the field of management accounting. It ensures our syllabus and our continuing professional development (CPD) assets are at the cutting edge.

RESOURCES

Close collaborations and partnerships

Our business model is only viable if we build and nurture a series of close collaborations and partnerships. Extensive relationships with employers are vital to our success because they help us to ensure that we can stay abreast of the latest business issues that Chartered Management Accountants are expected to solve.

SOCIETY

RESOURCES

Reputation

CIMA is committed to upholding the highest ethical and professional standards, and to maintaining public confidence in management accounting. We expect all members and students to comply with the CIMA code of ethics, through which we uphold high standards of conduct and integrity.

We have taken a central role in the development of integrated reporting because we feel it's the best route towards better corporate reporting, which drives sustainable business growth.

Brand awareness helps to win the respect and loyalty of members and other stakeholders, who in turn promote CIMA and its qualifications.

Ethics

CIMA maintains public confidence in management accounting by:
Setting and monitoring professional standards

Adopting and enforcing a code of conduct and ethics

Maintaining an independent conduct process

Developing resources and tools

VALUE CREATED

Reputational stability

Ensure standards are maintained to improve business ethics across a wide range of sectors

Maintain public confidence in management accounting

PARTNERS AND INDUSTRY BODIES

Close collaborations and partnerships

We work with our partners to facilitate our world-class research work

We work with other accounting bodies, professional organisations, government and regulators because it drives our ability to influence the development of rules, regulations and policies.

VALUE CREATED

Innovative research carried out, published and disseminated

Influence professional organisations, government and regulators

Support to academics to increase knowledge

Best-in-class thought leadership reports, tools and webcasts to shape wider business agenda

EMPLOYERS

VALUE CREATED

CIMA members are able to add value across a business

Better qualified employees providing financial expertise and acumen

Members are business ready when they join

High ethical standards in business

Confidence in high professional standards of CIMA-qualified individuals