



The Association of
Accountants and
Financial Professionals
in Business

IMA French Chapter Newsletter

From the President

Hello fellow IMA French Chapter Members,

A few thoughts as I prepare my summer holiday-

Don't you love summer? The pace slows down a little bit plus our annual summer vacation gives a good time for recreation. I like the way Stephen Covey, the author of "The Seven Habits of Highly Effective People" points out that recreation time is best used as "re-creation" time. Time to develop new ideas. Time to learn new skills to be more effective. Time to prepare new initiatives. Time to re-create relationships with families and friends that work has squeezed out. I hope you all get a good break from work and you get some "re-creation" time.

One of our core jobs as a chapter is to deliver opportunities to earn CPE and to increase your network among like-minded professionals. In our survey of your CPE needs earlier this year, you asked for a focus on soft skills. I am pleased to announce that our next CPE event will be on Tuesday, September 29th, where I will lead a session on *Leading and Managing Change*. I will draw on an IMA course plus things that have worked well for me over the years and a few things I learned when things didn't go so well. I hope you can all make it.

Have a great summer. I hope to see you on the 29th of September.

Bryan Barr
President

"Change before you have to."
~ Jack Welch

Member Spotlight

Helene Hertz de-Lylle
IMA member since: November 2014



Helene graduated from HEC Paris in 2002 (MSc in Management). She then joined Unilever, where she held several local, regional and global roles as a Finance Manager and Business Partner for Marketing Innovations. After eleven years in the FMCG industry, Helene joined Christian Dior Couture as Finance Controller for the Watch and Jewellery Division. In 2014 she decided to open a new chapter in her career as a professional instructor in finance and management accounting. Helene is now a visiting professor at HEC Paris in business performance management and accounting, for MSc graduates, as well as an independent trainer for professionals in various SME

and blue chip companies.

Why did you choose to join IMA?

I worked in London for four years. In an international job market, where you compete with people from different countries and qualifications, it is critical to have the credential, which reputable headhunters know of and which gives you visibility and credibility. I believe that the IMA qualification offers that. As a finance professional, I find that the breadth of topics covered in the CMA program is very relevant and adapted to managing finance in international companies. In addition, the online trainings and articles available for IMA members are really well -done and practical. I particularly like « Strategic Finance ».

What is your CMA certification status?

I passed part one in January this year, and I took part two in June, but I don't know the results yet, although I am pretty confident about them !

Tell us more about preparing your students for the CMA:

In September 2014, the IMA and the CMA certification were presented to HEC students specializing in auditing and management accounting (« Majeure IFAC ») in their final year. Five students decided to go for the certification and I gave them intensive revision classes outside the normal curriculum. They took part one in June 2015 – for now we just know the results for two of them, who passed !

For the 2015- 2016 academic year (« Majeure IFAC »), we are now including CMA classes in the normal curriculum and additional intensive revision classes outside normal school hours for students willing to take the exam. The idea is to create a « CMA track » allowing students to graduate from HEC and pass the CMA qualification before starting their professional lives.

Anything else?

I think that there is really room in France for the IMA certification to grow and become a reference for finance professionals in industry. There is no such equivalent in the French curriculum, and nowadays people are eager to follow trainings that provide a well-known qualification in their area of expertise.

Upcoming CPE Event

Mark your calendars for the next CPE event on Tuesday, September 29th, in Levallois-Perret (92). Bryan Barr, President of the IMA French Chapter, will speak on the topic *Leading and Managing Change*.

Change has become a competitive edge in the modern business world. Thus, everyone at some point has to manage change individually, with a team, and as an organization. In this workshop, we will explore the nature of change in order to understand how to apply personal transition techniques to support team members in times of organizational change, thereby maintaining that important competitive edge.

The event will be from 18:00 - 20:00. By attending this event, you will receive 2 CPEs. After the CPE session, we will meet at a nearby establishment for refreshments. We will send out a link in the next few weeks for registration.

Jing Gong

VP Professional Education



IMA Europe



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