



CERTIFIED  
Professional in Management®

AUTHORISED TRAINING PARTNER

2024

# AMA Certified Professional in Management®

The only standardised global approach to certifying a manager



## Be a better manager

Certification can help individuals achieve greater career success by being more well-rounded managers and improving their performance and the productivity of their teams.

## Be a better organisation

AMA Certified Professional in Management® (AMA-CPM®) is a credential that serves as a clear indicator of managerial competence and increases the positive impact successful managers have on your bottom line.

## According to recent surveys by AMA:

93%

say certification will enable them to help their organisation reach business goals

95%

say earning the certification will make them a better manager

95%

of employers indicated AMA is a qualified sponsor for a management certification



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# What is effective management?

According to extensive research by AMA, 70% of the variability of performance between teams is explained by the performance of managers.

Managers need to be equipped with the right skills to lead successfully.

Learn these skills in the 4 Essential Competency Areas of the AMA-CPM Certification.



## Professional Effectiveness

Personal awareness and interpersonal skills enable individuals to manage themselves and communicate their brand and message.



## Relationship Management

Establishing and maintaining professional relationships to support strategic goals and a culture of trust and collaboration.



## Business Acumen

Understanding business operations at the financial, functional and strategic levels and maintaining a customer-focused approach.



## Analytical Intelligence

Applying systematic thinking, analysis, and data interpretation to support organisational objectives.

## 4 days vs 12 months

Fast track how you learn and practice management skills. Most comprehensive management programs require 12-16 months of self-study. But in this 4-day course, a cohort of new and seasoned managers can learn and practice management skills.



### Enquire

Consult with your Lumify Work account manager about your upskilling needs and eligibility requirements. Agree on course dates and logistics.



### Prepare

Book and sit the 4-day AMA Certified Professional in Management® (AMA-CPM®) Exam Prep Course. Learn from your peers and become familiar with The Management Body of Knowledge.



### Get Certified

Schedule your exam date and time, pass the exam and become AMA-CPM certified!