Leadership Training Is a CFMA Priority

BY STUART BINSTOCK, PRESIDENT & CEO

I always describe CFMA as a networking and educational association and, after nearly nine years on the job, that mission has not changed – but I do think it has evolved. With that evolution comes a focus on different types of education, including leadership, which is particularly related to this issue of CFMA Building Profits.

In her Chairman's Message that begins on page 12, Michelle Eastman does an excellent job of outlining the leadership opportunities available through CFMA, including programs like CFMA at Spring Creek and the Executive Mentoring Program, as well as by volunteering on a committee, task force, as an Executive Committee member, or as an Executive Officer. But, for those of you who have not yet availed yourselves of these opportunities, we have not forgotten you. There are a number of additional ways you can gain leadership skills through CFMA.

First, you can attend CFMA’s 2020 Annual Conference & Exhibition on May 30-June 3 in Washington, D.C. In addition to gaining leadership skills by meeting other CFMA leaders from around the country, you can attend sessions specifically focused on leadership. In fact, the opening general session, 100 Things: What's on Your List? by Sebastian Terry, will inspire change and help create a decisive pathway to identify values, create impactful goals, and build effective and personalized action plans. Other impactful leadership sessions at the Conference will include The 40|40 Solution to Mastering Emotional Energy, Developing Leaders Worth Following, Elite Performance During Chaos & Critical Stress, and The Art of Assertive Communication. For the full agenda, visit conference.cfma.org.

Another path to leadership is to become a Certified Construction Industry Financial Professional (CCIFP). Once you have honed your skills, you can then take on more challenging leadership responsibilities within and outside of your organization. Earning the CCIFP designation allows you to lead with purpose and stand out as an executive in the construction financial management field.

And, CFMA recently formed the Emerging Leaders Program Task Force. The purpose of this task force is to determine if CFMA should create an emerging leadership program tailored to CFMs that would benefit both members and their companies. This program would provide value and competencies to mid-level managers on track to become upper-level managers so they can reach the next professional level in their careers. Stay tuned for more information as this task force conducts its due diligence on the feasibility of this program.

And, finally, I would be remiss if I did not mention that CFMA is also conscious about its role as a leader within the construction industry. One way we have addressed this is through our leadership on the topic of suicide prevention. Both Chairman Michelle Eastman and I have devoted previous messages to this topic, and it is safe to say that our four-year effort in this area has not only been the right thing to do, but has also cast CFMA as a thought leader in the construction industry – a powerful sign of CFMA's leadership throughout the industry. If you are not already familiar with this issue and what you, your company, and your CFMA chapter can do to help, visit preventconstructionsuicide.com.

If you have further ideas on how we can help increase our members’ skills and presence in the boardroom as well as our Association’s leadership within the construction industry, please let me know.

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