



For Immediate Release:

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CIMA launches free business recovery toolkit to help the economy get back on its feet

27 May 2020, Johannesburg – The Chartered Institute of Management Accountants (CIMA), the world’s leading professional body for management accountants, launched today [*Reimagine business resilience in the COVID-19 world*](#), a free resource to help organisations steer through the short- and long-term ramifications of the COVID-19 crisis.

Drawing on the extensive experience and solid expertise of CIMA members in business and finance, the toolkit provides business leaders with three tools to plan the transition to a post-COVID-19 reality and build business resilience in uncertain times.

- **The CGMA Horizon Scanner**, which helps organisations explore possible future scenarios and what steps they need to take to safeguard their future, integrating elements such as supply chain, the regulatory environment, or customer behaviours.
- **The CIMA Strategic Scorecard**, which is designed to help organisations design their future strategy and focus on key issues (e.g. competitors, cashflow, project feasibility and risk management) to foster recovery and growth.
- **The CGMA Business Model Framework**, which encourages organisations to ask future-focused questions around their business model and how they create value to avoid making decisions could potentially lead to future corporate failure.

Andrew Harding, FCMA, CGMA, Chief Executive – Management Accounting, said: “COVID-19 and the resulting lockdowns have challenged long-held business assumptions and rules of operation. We don’t know how long this pandemic will impact global economies, and even once lockdowns are lifted there is no going back to business as usual. Organisations must re-operationalise processes and change their business models to reflect a new world with different ways of doing business.”

He continued: “We wanted to do something for the greater good and put our members’ long-standing experience in business and finance at the service of businesses as they adjust to the new normal. It’s critical that we stand behind good businesses and their employees and help them get back on their feet to achieve sustainable recovery in a changed, ever-evolving environment.”

Over the coming weeks, CIMA will release five additional “how to” guides to further help vulnerable businesses, including:



- How to get your finances in order
- How to get more help from the government
- How to adapt your business model
- How to optimise your supply chain
- How to build resilience for the future

- ENDS -

Notes to editors:

About the Chartered Institute of Management Accountants

The Chartered Institute of Management Accountants (CIMA), founded in 1919, is the world's leading and largest professional body of management accountants. As part of The Association of International Certified Professional Accountants (the Association) its members and students operate in 179 countries, working at the heart of business. In Africa, we are represented in South Africa, Ghana, Botswana, Zambia, Nigeria, Kenya, Rwanda and Mauritius.

CIMA members and students work in industry, commerce, the public sector and not-for-profit organizations. CIMA works closely with employers and sponsors leading-edge research, constantly updating its qualification, professional experience requirements and continuing professional development to ensure it remains the employers' choice when recruiting financially trained business leaders.

About the Association of International Certified Professional Accountants

The Association of International Certified Professional Accountants (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs (AICPA) and The Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for people, businesses and economies worldwide. It represents 657,000 members and students across 179 countries and territories in public and management accounting and advocates for the public interest and business sustainability on current and emerging issues. With broad reach, rigor and resources, the Association advances the reputation, employability and quality of CPAs, CGMAs and accounting and finance professionals globally.