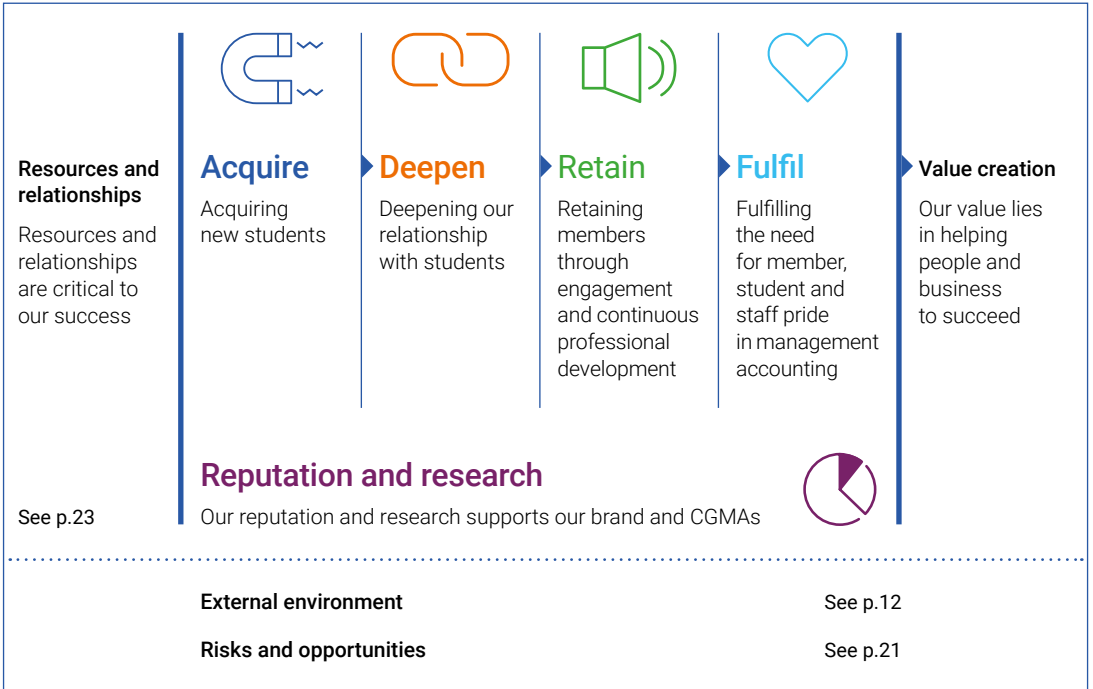


# A best in class business model

Our business model is a map of CIMA's work. The organisation exists to move people through the four paths set out in the diagram opposite: acquire, deepen, retain and fulfil. We accelerate this process by growing our reputation, which is done both by marketing our organisation and designations, and by being seen to produce best-in-class research.

However, CIMA does not exist in a vacuum. We adapt and change in response to our external environment – an example of this is the new qualifications in Islamic Finance and Global Business Services that CIMA has debuted in recent years.





## Our thinking on the business model

“Business models are very important for organisations, because they show how an organisation makes money. An example is the financial crisis from 2008, from which the world is still recovering. It has been blamed on a failure of governance, failure of risk management, and the lack of knowledge of senior leaders in business models. If organisations don’t understand their business models, they are likely to fail.”

**Noel Tagoe**

Executive Vice President – Academics