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### *Job Analysis Survey with the Chauncey Group International*

We are getting ready to launch our Job Analysis Survey with the Chauncey Group International in early July.

*What will the survey address?*

Every CBM will receive an internet-based series of questions that will inquire about the skills, knowledge and abilities that managers use on the job every day. The questions will be quite specific and will focus on the ten modules in the CBM Exam. A second set of questions will ask the importance and frequency of each task and skill.

*Why is the survey important?*

The information we receive from this survey will help us create a test that accurately reflects the work that managers do every day. Not only that, but the survey information will tell us the importance and frequency of tasks, as well as the emphasis that each sub-module has for all managers.

Please look forward to an e-mail from us in the next couple of months and be sure to take the time to fill out the survey - your help is appreciated.

### *CBM Lifetime Learning Continuing Education Update*

Our continuing education Web site, [www.cbmlifetimelearning.com](http://www.cbmlifetimelearning.com), will be ready for launch in the fall. We know you are curious about how this Web site will affect you and what you need to do to maintain your valuable certification.

CBM Lifetime Learning provides an option for your 20 CPE credit hours of continuing education requirements online, so that continuing education will be convenient and cost-efficient. Currently, we are using materials from Harvard Business Review and MIT's Sloan Management Review to reflect the ten modules tested in the CBM Exam. We are also working with potential partners to provide classroom learning, review materials and small study groups for the CBM Exam and continuing education credits.

## PRESIDENT'S LETTER

*Dear Friends and Colleagues,*

*As the APBM celebrates its second anniversary, we cannot help but look to our current membership of CBMs and celebrate the quality, caliber and experience of everyone who has earned the CBM designation. Over the next two years, as the reputation of the CBM expands and membership grows, we will continually look to you - our charter members - for additional insight, input and increased participation in your own professional development and the development of your teams.*

*In this newsletter, we will discuss the history of the CBM, some current milestones and update you on the CBM Exam, the CBM Lifetime Learning Continuing Education Program, and the upcoming Job Analysis Survey.*

*On a final note: the CBM Grandfather Clause is rapidly coming to a close. If you have any colleagues interested in the CBM designation under the Grandfather Clause, be sure to remind them that time is running out. Plus, all CBMs accepted under the Grandfather Clause will have the opportunity to participate in our online Job Analysis Survey, which will help determine the scope and focus of the CBM Exam.*

*We hope you have a safe and successful summer.*

*Best Regards,*

*Ms. Devi Vallabhaneni  
President and CEO  
Association of Professionals in Business  
Management*

### *CBM Ambassadors*

Would you like to be the face and voice for the Certified Business Manager designation in your area and field of expertise? We are beginning a new program, CBM Ambassadors, where CBMs can represent the value of the designation to the people who need the information the most: individuals, companies and industries interested in a generalist education. Please call the office at (323) 936-6757 if you are interested.

## *How did the Certified Business Manager Designation Originate?*

Many of our applicants have asked us about the genesis of the idea for the CBM and have wondered why it has taken so long for a valuable certification such as this to come to market.

The idea was actually very simple: there was no certification or program that gave people the skills, knowledge and abilities to become a powerful and relevant manager.

Although Rao Vallabhaneni, chairman and founder of the APBM, has more than twenty certifications from various associations, he did not feel that any certification significantly addressed a generalist business education. With more than 15 years experience writing successful certification test preparation texts and materials, he knew that there was a true need for this type of certification and that it had to be rigorous, relevant and practical for professionals worldwide.

By taking the MBA curriculum and presenting it in a certification format, which is effective, relevant and convenient for working professionals to obtain, the Certified Business Manager designation allows CBMs to continue their education and stay current in today's business world.

Soon after the inception of the CBM, Rao's daughter and Harvard MBA graduate, Devi Vallabhaneni came aboard as President and CEO, bringing her experience in business development, accounting and banking. Under her strong leadership, the number of CBMs worldwide began to grow.

Now, with close to 2000 CBMs worldwide, the upcoming Job Analysis Study and growing partnership opportunities for CBM Lifetime Learning Continuing Education, the APBM is focused on our educational mission and the importance of practical, general business skills. With the introduction of the CBM Exam in the spring of 2003, the reputation of the CBM as an invaluable baseline of managerial skills for the workplace will continue to grow.

### **Questions, Comments or Suggestions?**

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