



CERTIFIED BUSINESS MANAGEMENT EXPERT

**CERTIFIED BUSINESS MANAGEMENT EXPERT (CBME)**  
**STUDY GUIDE**

Sponsored by:



**Accredited Certification Institute (ACI)**

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This study guide has been created for individuals who are studying for the Certified Business Management Expert (CBME) Certification Program. Please use this guide to assist in preparation for your examination.

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## **I. Accredited Certification:**

**Accredited Certification Institute** is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

Accredited Certification Institute is part of the G.T.C. Institute, a global training and certification organization that has provided practical industry-specific certification to over 15,000 clients from the United States, Europe, and more than 30 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

**Accredited Certification Institute's Mission:** To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

**Accredited Certification Institute** helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 5 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

**MASTER'S CERTIFICATE PROGRAMS:** The G.T.C. Institute, LLC is proud to offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website:  
<https://Certification.com/Masters>

## **II. CBME DETAILS AND TIMELINE:**

### **PROGRAM DETAILS:**

The **Certified Business Management Expert (CBME)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CBME Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

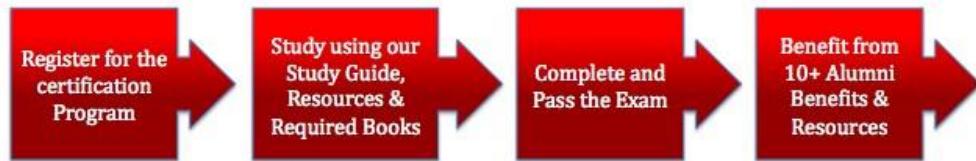
The online exam is structured so that to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CBME certification prepares individuals for successful, real-world application.

The Certified Business Management Expert (CBME) program is sponsored by the GTC Institute and offered by Accredited Certification Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CBME Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

#### 4 STEP CERTIFICATION PROCESS



#### TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule.

Accredited Certification Institute exams are administered 100% online.

#### LEARNING OBJECTIVES OF THE CBME:

1. Business management and leadership best practices to help with hiring, firing, and providing effective leadership in managing a team of professionals
2. A high level understanding of marketing, sales, and positioning to allow participants to manage and help make decisions which impact each of these areas.
3. A understanding of project management and how to leverage the resources of a team to complete business projects more efficiency
4. An overview of product and sales funnels, product line management and expansion, and strategic product portfolio management for small and mid-sized businesses
5. Mastery of a several management tools, systems, and methods to help participants move past day-to-day challenges and keep the big picture in mind while leading their business departments, teams, and organizations to success

## **BENEFITS OF THE CBME:**

- Tools, methods, models, cheat sheets, and best practices that you can take away and start using today
- How to effectively manage a small to medium sized team to produce strong tangible results
- How to combine ethics, leadership, and project management best practices to get more done
- Why if you try to simply emulate what you see others doing on the surface you will almost certainly fail
- How to position yourself so that your team, company, and end-clients respect you and your firm's abilities and knowledge
- How to use refined models, processes and formulas to successfully manage diverse projects across business units, employees, or companies
- Best practices, cheat sheets, processes and guides to use while serving as a business manager - tools that you can take away and by themselves will help you become a better business manager
- Why traditional business management programs spend 80% of their efforts on areas which are not of the highest importance to most businesses today
- How you can quickly take best practices and strategies taught within this course and immediately apply them to challenges your company is now facing

## **III. REQUIRED READINGS:**

1. **Scaling Up-Mastering the Rockefeller Habits 2.0: How A Few Companies Make It...And Why The Rest Don't** by Verne Harnish ISBN-13: 978-0986019524
2. **Good to Great** by Jim Collins ISBN#0066620996

## **IV. CBME EXAM PREPARATION**

### **1. EXAM COMPOSITION:**

There is a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 1 point each. Please see below for the composition and distribution of the points in-depth.

<b><u>Topics and Weights</u></b>	
<i>Good to Great</i>	25 Multiple Choice Questions
<i>Mastering the Rockefeller Habits</i>	35 Multiple Choice Questions
Business Training.com Video Modules	20 Multiple Choice Questions

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

## **2. TERMS AND CONCEPTS TO KNOW:**

Below, please find the terms and concepts that you should be able to define after having read the required readings. Please define the terms from the required readings and videos rather than a dictionary. You will be tested on the definitions that authors have provided.

- Fly Wheel
- Hedgehog Concept
- Technology Accelerator
- Chokepoint
- Stop Doing List
- Doom Loop
- BHAGs
- Critical Numbers
- Brand Promise
- Bottleneck
- Work Process Charts
- Almost Matrix
- Top-grading
- Right Things Model
- P & L
- Planning Pyramid
- Key Thrusts
- Core Values
- S.W.O.T.
- Storytelling
- Internal Newsletter
- Multiple Intelligences
- Business Hassles
- Daily Meeting Structure
- Brutal Facts
- Stockdale Paradox
- Good is the Enemy of Great
- First Who Then What Philosophy
- Autopsies Without Blame
- Economic Denominator

- Business Rhythm
- Rocks
- "X" Factor
- Firsthand Data
- Accountability
- Level 5 Leadership
- Quarterly Themes
- 3 Circles Strategy
- Copywriting
- Management Accountability Plan (MAP)
- Smart Numbers

### **3. SAMPLE QUESTIONS: (ANSWERS ON NEXT PAGE)**

1) A S.W.O.T. Analysis allows you to communicate your core values and top priorities in a way that appeals to multiple intelligence types.

- A) True
- B) False

2) Business hassles need to be ignored or they will consume all your energy and stop you from being able to spend any time on your top opportunities within your business.

- A) True
- B) False

3) When Jim Collins says that "good is the enemy of great" he means that:

- A) He meant that the press often criticizes those businesses which become great so most businesses stick to just being good within their niche.
- B) If you plan on doing a good job you will often do a poor job so you need to plan to be great to be "good" at offering your product or service.
- C) Most organizations and people stop at good because that is enough; there is not much pressure many times to become truly great so many never reach that level.
- D) He is referring to how good companies often beat out companies who are great.

4) Firsthand data as referred to within Verne Harnish's book, "Mastering the Rockefeller Habits" refers to that data which:

- A) Comes directly from your web analytics or IT department
- B) Comes directly from your frontline employees who deal with customers all day long
- C) Comes from your competitors and your analysis of their actions and investments
- D) Comes from the first-hand research of experts like the Gazelles team

5) The first who and then what philosophy discussed by Jim Collins in "Good to Great" drives home the point that most "great" companies within his study worried more about getting the right people on the team first and then worried more about where that team was headed instead of the other way around. They worried about "the who" first instead of "the what" first.

- A) True
- B) False

6) The "Doom loop" that Jim Collins refers to within "Good to Great" is about:

- A) How many companies spread themselves too thin, ignore their Hedgehog strategy, and forget about why they started the business in the first place.
- B) How many companies worry about the pebbles before the "big rocks" and don't have time to take care of important long-term strategic issues.
- C) How many companies follow Verne Harnish's daily rhythm meetings too closely and getting into meeting mode, leading to little work accomplished day-to-day and lose of market share within their market niche.
- D) How many companies can enter a downward spiral of negative reinforcements, little valuable feedback, and poor moral. This is the opposite of the fly wheel effect.

7) The Stockdale Paradox as referred to within Jim Collins book, "Good to Great" emphasizes that many companies who went from good to great were able to never give up hope of reaching their long-term BHAGs yet faced the brutal facts in front of them and took the sometimes painful actions needed to confront those facts.

- A) True
- B) False

**Answers:**

- 1) B
- 3) C
- 5) A
- 7) A

- 2) B
- 4) B
- 6) D

**V. (FREQUENTLY ASKED QUESTIONS):**

**Have more questions or need more information?**

Please see our consistently updated FAQ (Frequently Asked Questions) section on the Business Training Institute website here at <https://Certification.com/FAQ>

You can also get in touch with the Accredited Certification Institute team through email at [Team@Certification.com](mailto:Team@Certification.com), by phone and through our Click And Chat tool, accessible from our homepage: <https://Certification.com>

Thanks for joining the Accredited Certification Institute. Please let us know if you have any questions.



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