





1 Opening - Space

▶ VO: "There are 24 million managers in the U.S."  
<Compelling music>

🌀 Earth from orbit, North America slowly rotates into view, First stats overlay image per VO, followed by whoosh zoom too...



2 City from above

▶ VO: "One manager for every 5 employees, or almost 20% of the workforce."  
<music continues>

🌀 Slow drone track into city at dawn. next set of stats overlay image per VO



### 3 Streets

- ▶ VO: "Research suggests that the most significant variable to team success is the performance of managers and supervisors."  
<music continues>
- 🌀 crowds move through crosswalk from above



### 4 Crowd

- ▶ VO: "How do you find or retain the best managers for your organization?"  
<music transition to more uplifting theme>
- 🌀 diverse business crowd walking from street level



5 Reveal

- ▶ VO: "AMA introduces a new standard for management excellence: The AMA Certified Professional in Management, or CPM."  
<new music theme>
- 🌀 AMA-CPM Shield slow zoom into sky above cityscape backdrop



6 How?

- ▶ VO: "How do professionals get certified?"  
  
Applicants take a certification exam administered by a testing authority. The exam covers the most vital skills managers need to succeed."  
<music continues>
- 🌀 on screen text overlays image of crowd in auditorium



7 Ready?

▶ VO: "There are many ways to get ready for the exam, and AMA offers special prep tools to help."  
<music continues>

🔗 on screen text overlays image of team meeting



8 Benefits?

▶ VO: "How can certified managers help your organization? Qualified, well-rounded managers can inspire their teams to be more productive, simplify the process of hiring the best candidate, help reduce turnover of individual team members. You can also use Certification to develop high-potential employees."  
<music begins to build to climax>

🔗 montage of 4 or 5 different business/industry settings with diverse crowds of hard-working, focused, but happy people



9 Closing - Call to Action

▶ VO: "Ready to get started?"

Then visit: [amanet.org/CPM](http://amanet.org/CPM) to learn more.

It's your business. Make it stand for excellence."

<dramatic wrap up to music>

🌀 AMA-CPM Shields being to "wink on", appearing over various buildings in a city skyline in slow drone dolly shot. text/logos/branding appears at bottom of frame.