

Chartered Management Institute Profile for SSCs

What is this document?

This document briefly introduces the Chartered Management Institute (the Institute) and its partner organisations, and explains why you should consult us when advising employers on management and leadership development.

The Chartered Management Institute is the only chartered professional body dedicated to management and leadership; we are the European centre of excellence in improving and promoting management and leadership skills.

We help drive employers' management capability by preparing managers and leaders for the future, through the delivery of a unique package of practical services and products, which are designed to meet individual organisations' specific needs at every stage of development. Our members include 80,000 managers and those who advise them, as well as around 400 organisations.

The Management Standards Centre (MSC), responsible for setting management and leadership standards and the Institute of Business Consulting (IBC), the professional body for all business consultants are all organisations within the Institute. As such we enable employers to raise standards across all levels and all sectors.

Who should read this?

Staff from Sector Skills Councils, Regional Development Agencies and Devolved Administrations, and Brokers and Independent Advisors whose role involves supporting employers to develop their managers and leaders at all levels.

Who is the customer?

The Institute offers a wide range of services to businesses and public sector organisations, as well as individuals at all levels. We work with **employers** to identify and develop the necessary management and leadership skills that

drive performance; with **individual managers** to develop, support and recognise skills and achievements throughout their career, including M&L qualifications; and with **stakeholders** to address the challenges that today's managers and leaders face.

What does the Institute offer?

By providing access to the total spectrum of M&L resources, tools, services and products, we enable employers to grow a professional team of managers and leaders that delivers effective and sustainable performance.

We work with employers to help them drive their organisation's management capability to ensure they:

- Increase business performance
- Attract and retain the best talent
- Create relevant, practical and sustainable business outcomes that differentiate their organisation from the competition

Specifically, we offer the following:

Training and development

The Institute has a proven track record as a successful development provider and partner, working with organisations of all sizes from all sectors to support them to fully realise the potential of their managers and leaders. Our experienced consultants use a range of techniques to identify and analyse management development needs at both individual and organisational level. In this way employers can target the right development to the appropriate managers at the right time and ensure they are making the most of their investment.

For example, a business can access bespoke support in evaluating and assessing skills and leadership needs and in implementing appropriate training and development solutions. Public sector bodies (for example, Sector Skills Councils) can receive advice and support in meeting the management and leadership needs of their sector. Our customers include some of the most well-known brands in the UK, Bentley,

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Lloyds TSB and Fujitsu. We also work with a wide range of public sector employers and the third sector, including Ofcom and the General Medical Council.

ManagementDirect

ManagementDirect is a comprehensive, online management and leadership resource designed to support individual managers by ensuring that they are equipped to meet daily management and leadership challenges. It makes just-in-time support a reality. A choice of 5 minute, 20 minute and extended briefing options allows individuals to access the product in ways that fit with their workflow. Content is also mapped to the National Occupational Standards for Management and Leadership.

ManagementDirect can be customised to the particular needs of the organisation in terms of branding, links to own materials and usage reporting. It has been well received by customers, who include the First Bus, Allianz and the Centre for Excellence in Leadership.

Chartered Manager award

The Institute has developed Chartered Manager, awarded to individuals to recognise outstanding professional management and leadership skills. This is the highest accolade that a manager can achieve, and indicates that a manager is making a tangible difference to their organisation, over and above their regular responsibilities. The award is based on the practical application of management and leadership skills, and the measurable impact of a manager's contribution, rather than the completion of traditional units of learning. It is renewed every three years, ensuring that managers are "future proofing" their skills and that organisations get the maximum benefit from their Chartered Manager employees.

In order to gain the award, individuals have to have a management or business qualification at degree (or equivalent) level gained in the past 12 months; undergo a 360 degree assessment by their colleagues, and demonstrate how they have made a significant, measurable impact in the workplace.

Finally, chartered status is granted following a panel interview.

To date nearly 700 people have achieved the award, with over 350 more working towards it. Benefits of Chartered Manager include:

- allowing management and leadership skills to be recognised in the same way as other professional qualifications
- giving confidence to managers that their skills are tangible and recognised
- gaining recognition and internal profile by senior management and better career prospects (including promotion in some cases)

Qualifications

Our qualifications are practical, flexible and incorporate M&L best practice. We offer a wide range of qualifications, from Level 2 to Level 7 (on the current National Qualifications Framework). These range from 30-hour introductory awards, through S/NVQs at Levels 2 to 5, to full strategic diplomas and specialist management qualifications in sector-specific subjects (e.g. Certificate and Diploma in Automotive Retail Management, Diploma in Public Service Leadership, Diploma in Energy Management).

We work closely with employers and providers to ensure our qualifications meet users' needs. Clients include Audi UK, Bentley Motors Ltd, Virgin Atlantic, DVLA, Birmingham Airport and HM Revenue and Customs. Our qualifications are offered throughout the UK and internationally, through our network of approved providers which includes employer organisations, universities, private providers and colleges. Our core qualifications are currently accredited on the National Qualifications Framework, and will soon be on the Qualifications and Credit Framework in the new QCF structure. In addition, all of our core and many of our specialist management qualifications are recognised on the Scottish Credit and Qualifications Framework (we are the

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first UK management awarding body to gain this recognition).

To learn more about the CMI's qualifications offer, go to: www.managers.org.uk/qualifications

Membership

At the heart of the Institute's activities are its 80,000 **members**, which makes us the largest membership organisation for management and leadership in the UK. We offer membership to individual managers, business consultants and group membership for companies. Members are offered a range of support services, including online information resources, local, regional and national events, access to the latest M&L news, information and research, careers advice, and a subscription to our magazine, *Professional Manager*. Finally, members can apply for the ultimate management designation, Chartered Manager. We also provide access to the largest collection in Europe of **information** and advice on good management practice and skills development.

Research

The Institute is also the leading provider of the latest **research** on management and leadership issues. Our findings help to demonstrate the impact of management and leadership on both individual and organisational performance. We can produce results by sector and tailored to individual SSCs, allowing them to identify and meet sector-specific management and leadership needs.

Support for business advisers

The Institute of Business Consulting (IBC), the professional body for business consultants and advisers, was formed in 2007 by a merger of the Institute of Management Consultancy and the Chartered Management Institute. This merger allows both organisations to work together to achieve their overall goal: to improve organisational performance and drive economic results through managers and business consultants.

IBC also provides a development path for business consultants, supported by high quality resources and a [recognised qualifications route](#), including the following learning opportunities for different experience levels:

- Certificate in Management Consulting Essentials
- Diploma in Management Consultancy
- Certified Management Consultant (CMC®) Award
- Certificate and Diploma in Business Support

The Institute of Business Consulting is also responsible for the **National Register of Business Support Professionals**, providing National Common Standards for business advisers or brokers and a single point of contact for anyone wanting support for their business.

How are these differentiated from other suppliers?

We are the only organisation that has an integrated range of management, leadership and business consulting resources and solutions to meet the employer's specific business needs. This makes us the recognised centre of expertise on management issues. Our practical experience in delivering solutions across *all* sectors gives us a genuine understanding of what works. We have years of experience of delivering the skills and competences employers need; because of our depth of knowledge we are guardians of the management and leadership national standards.

We can also represent and promote the management profession as a whole, both in terms of raising standards in a particular sector and in our representations to government on improving management and leadership skills in the workforce.

How are the Institute's offers delivered?

The Institute takes a flexible and professional approach to ensuring the high quality delivery of its products and

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services. Through our wide-ranging links with the higher and further education sectors, and our collaboration with quality-assured education providers, we are able to offer solutions according to the format that best suits our clients.

What business issues may be addressed?

The Institute works with businesses, public sector organisations and not-for-profit organisations to address management and leadership issues which drive core organisational performance and affect the bottom-line. These cover the core management and leadership skills of leading people; managing change; meeting customer needs; managing information and knowledge; managing activities and resources; and individuals managing themselves.

What's the evidence?

Our experience of working with employers from many different sectors across the UK demonstrates that the Institute delivers tangible, practical results in terms of improving individual management skills, and therefore organisational performance. Our research also quantifies the effectiveness and value of better leadership and management skills. For example, in 2005 we published a report entitled: "Management Development Works: The Evidence", which provided key evidence of the links between investment in management development and organisational performance over an eight-year period. In September 2007, we published a report on "The Value of Management Qualifications" which found a growing body of evidence showing the impact of not only management skills, but the business impact of management qualifications. The research also found that management qualifications have a significant multiplier effect in terms of driving up the level of employee skills.

How to choose appropriate managers for up-skilling?

The Institute tailors its services and products to the particular needs of companies and organisations, using skills diagnostic tools and training needs analysis to deliver a bespoke service. In so doing, we ensure that the organisation's training and development budget is applied in the most effective way and that it will have the maximum effect on the organisation's overall performance.

Where can you find more information?

First, visit our website, <http://www.managers.org.uk> and download information about our qualifications, business services, research findings and case studies. For more information about how the Institute can help individual Sector Skills Councils and their audiences, contact Philippa Tucker, Public Affairs Manager, on 020 7421 2723 or email philippa.tucker@managers.org.uk

What's the payback?

The payback is better skilled and highly-motivated managers delivering successful change to achieve high performance organisations. Investment in management and leadership development works best when it is strategically driven by employers and is clearly aligned to business objectives. It is then that measurable results in terms of overall organisational performance, employee commitment, retention and motivation can be achieved.

What can you do next?

Contact our experts to find out how we can help you.

Qualifications: For more information about the Institute's wide range of qualifications, email: qualifications@managers.org.uk or go to <http://www.managers.org.uk/qualifications>

Standards: The Management Standards Centre within the Institute

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maintains and develops the National Occupational Standards on Management and Leadership, for further information:

www.management-standards.org

Training: For information about training, email:

cmd.customerservice@managers.org.uk

or call 01536 207373

Management Direct: To find out more about our online management resource tool, call 01536 207376 or go to

www.managers.org.uk/mdirect

Membership: For Institute membership details, go to

www.managers.org.uk/membership or

call 01536 207330

Research: For information about our leading thinking and management research activities, please e-mail

www.managers.org.uk/research or call

020 7421 2721

Support for and access to consultants and business advisers:

For further information, see

www.ibconsulting.org.uk