

The Working Manager – Web Enabled Learning Resource

Who are we?

The Working Manager Ltd. is a web enabled provider of practical management education for the working manager.

What do we do?

We improve the management skills of organisations by designing and implementing branded online academies in support of their business strategies and values.

Our academies are subscription based; and are quick and easy to implement. They offer

- guided learning
- a body of knowledge
- a reference tool
- a research base and
- a monthly magazine

Building on our core product containing over 5,000 pages of learning, we act as an online hub, connecting our material with a client's learning initiatives as required.

Our account managers work with our clients to understand their specific management needs, knowledge and skill objectives, competency frameworks, change strategies and company values. Drawing on the skills of our editorial team we can customise and/or build specific new elements for clients as required.

For example, a training needs analysis, a behavioural model and questionnaire, pre-work and post-work for a formal training programme, quizzes, tests and specific learning material.

Foundation degrees and other under- and post-graduate programmes

These are delivered via the academy in partnership with Universities - currently Staffordshire and Birmingham City Universities, with others to follow. In addition ILM accreditation via our partnership network which includes use of the Academy is also in place.

Flexibility of content

Individual Sector Skills Councils and end user Companies, can construct their own programmes from our vast and expanding, flexibly organised content and easy integration facilities.

Organisations can create a customized blended solution (involving additional materials and skill development workshops and performance development coaching programmes) for their staff in their market place, for example the ability to add and integrate their own material and the ability to create their own exercises.

Many other sites (libraryware) mention tailoring but very often this is very superficial and may just involve a branded front page and linking some content to a competency model.

Individual diagnostic tools.

On-Line Coach and On-Line Feedback Assistant enable individuals to develop personally tailored study programmes based on their own needs.

On-Line Learning Adviser enables individuals to adapt the academy to their own preferred personal learning style. The learning pathways (both existing and newly configured) provide a structured route through the content that can lead to a company's own accreditation via inbuilt certificates.

Existing relationships

These are with MLN in Northern Ireland (Bill Manson) and with the Wales Management Council (Christopher Ward) in Wales.

Organisational diagnostic tools

360, talent management, performance appraisal etc tools enable organizations to manage whole human resource development process.

The 360 tool of *TheWorkingManager* is different in that it is embedded in to the Academy and outputs can link directly to learning recommendations whether within the Academy or to other classroom and coaching options too.

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Data collection

Individual diagnostic and learning data provides 'closed loop' process for managing individual developmental progress. Organizational diagnostic and learning data provides factual basis for initiation of organizational development programmes at departmental, client or sector level.

TheWorkingManager Academies

These complement other training and coaching companies who have existing relationships with end user companies and in no way competes. In fact TWM actively encourages materials to be added to the sites from such organisations.

Not e-learning

Finally, *TheWorkingManager* is not e-learning; nor is it an e-library.

TheWorkingManager is a web-enabled, learning resource. This means that the contents are organized and tools provided so as to present a sound pedagogic facility for the individuals and organizations. As a web-enabled application then all the benefits of the internet such as access (time and location), reliability and cost savings are made available automatically to all users.

Contact

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