

OUR STANDARDS WORK, BUT DON'T  
TAKE OUR WORD FOR IT.

#### The business owner and employers view:

*"I own a multinational organisation and manage business interests which resulted in a turnover of £27 million last year, but these standards have still taught me a few things about better management practice".*

**Managing Director of a multinational**, after receiving a complimentary copy of the Management Standards.

#### Trainer's view:

*"People are now more aware of a wider perspective and how their decisions and actions can impact on the business as a whole. Communication has also improved between different parts of the business."*

**Warren Broadbent, Training Manager, Nifco UK** after using the Management Standards as a reference for a training programme he developed for his organisation.

#### The Learner's view:

*"I have developed in leaps and bounds because of the programme – I am getting all the knowledge and information I need, and dealing with things I would never have thought myself capable of doing – it gets you thinking about things before you do them. I am now more able to manage things and also know when I am able to delegate rather than try to do everything myself".*

**Training Delegate**, after attending a programme developed by the Institute of Healthcare Management, based on the Management Standards.



## The Management Standards Centre

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The Management Standards Centre is an organisation within the Chartered Management Institute

# MANAGEMENT STANDARDS THE ESSENTIAL GUIDE



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## IT IS A HARSH WORLD OUT THERE WITHOUT ANY STANDARDS!

**Fact:** Corporate failures in the UK jumped to 18,122 last year, the highest number recorded since 2002.

**Fact:** UK businesses suffer from poor leadership, costing more than £6 billion a year.

**Fact:** Only 20% of managers and leaders in the UK have a relevant management qualification, let alone know about the National Occupational Standards that exist for the sector.

## THERE IS HELP, AND IT IS FREE, SO WHAT ARE YOU WAITING FOR?

**Fact:** The Management and Leadership Standards are proven benchmarks of good practice essential for effective management and leadership.

**Fact:** Thousands of employers and managers across all sectors and sizes of business were involved in their development to ensure that they are world class benchmarks of best practice.

**Fact:** The Management Leadership Standards are continuously reviewed and updated to ensure they remain relevant in a fast-changing and dynamic world.



## AS MANAGERS, LEADERSHIP AND BUSINESS OWNERS WE ALL FACE COMMON MANAGEMENT CHALLENGES

TOP TEN MANAGEMENT DEVELOPMENT PRIORITIES	TRANSLATION INTO A REAL BUSINESS ISSUE	RELEVANT MANAGEMENT AND LEADERSHIP STANDARDS TO APPLY
1. Business planning	How do I develop a plan that will guarantee a successful future for my business?	Units A2, B1, B2, B3 and B4
2. Interpreting and managing information	How do I use sales data to predict trends?	Units E4, F1, and F3
3. Financial management	How do I ensure we have enough cash to grow the business?	Units C1, C2, C3, E1, E2 and E3
4. Sales and marketing	How can I identify and engage with new customers in the most cost effective way?	Units F5, F6, F7, F8, F10 and F11
5. Winning business	How can I close the sales opportunity quickly and get a clean contract?	Units C4, C5, C6 and F9
6. General business management	How do I get an overview of the health of my business so I can make good decisions?	Units A2 and B10
7. Resource management	How can I ensure I've got the right people with the right skills at the right time and keep them on board?	Units A1, B12, D3, D4, D5, D6 and D7
8. Market analysis and marketing	How can I identify the best new business opportunities that will lead to new sales?	Units F4 and F12
9. People Management	How can I manage difficult staff and build a high performance team?	Units A3, B5, B6, B7, B9, D1, D2 and F12
10. Health and society	How do I meet my legal obligations to staff and customers?	Units B8, B11, E5, E6 and E7

*There is absolutely no need to face these common management challenges unaided. Order or download our Standards now – they help!*



## HOW ELSE CAN THE STANDARDS BE USED?

- Performance management
- Recruitment and selection
- Identifying learning and development needs
- Planning development activities
- Continuing professional development
- Role and team profiling
- Producing job descriptions
- Career development
- Workforce planning
- Qualification development

For a full list of the 100 potential uses of the standards and to download a Management and Leadership Toolkit visit: [http://www.sfbn-mandl.org.uk/NOS\\_toolkit.htm](http://www.sfbn-mandl.org.uk/NOS_toolkit.htm)