

**CMI** CHARTERED MANAGER  
YOUR SELF-PROMOTION PACK

## Congratulations on becoming a Chartered Manager

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I am delighted to congratulate you on receiving your Chartered Manager accreditation, reaching the highest status that can be achieved in the management profession.

Becoming a Chartered Manager is something to be incredibly proud of. The skills you possess are a valuable asset not only to yourself but also to your organisation and wider networks. Great management and leadership is a vital ingredient for businesses to drive performance and thrive in an ever-changing marketplace.

As a Chartered Manager we hope you will continue to benefit from the resources on ManagementDirect and continue to play an active role within our wider network of 136,000+ individual members.

As a professional chartered body, our vision at CMI is to create better led and better managed organisations by professionalising the UK's managers and leaders. We hope that you will assist us in achieving this by championing the benefits of professional management within both your workplace and your professional networks.

We have put this pack together as a guide to help you make the most out of your new professional status and support the work we are doing. It includes guidance on announcing your newly achieved Chartered Manager status, a template press releases and example social media content.

On behalf of CMI, I would like to congratulate you again and we hope you will find this pack useful.

Best wishes,



Ann Francke, CEO



## How to use this pack

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Now you have achieved your Chartered Manager accreditation, it is time to start telling your employer, colleagues and professional networks. This pack is designed to inform you about how best to use and publicise your Chartered Manager status and stay connected through the CMI.

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## Guidance on publicising your status

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This section of the pack provides best practice on sharing your newly achieved professional status with colleagues and contacts. It will guide you on how to publicise your Chartered Manager accreditation using letters after your name, within your organisation and how to update your profile.

Chartered Manager status is a great way to increase your profile: in the workplace, online and on a day-to-day basis.

### Post-nominal letters

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As a fully accredited Chartered Manager, you are now entitled to use the post-nominal letters CMGr after your name to indicate your qualified status.

The post-nominal letters CMGr indicate the highest professional status within management. Using the post-nominal demonstrates your commitment to continual professional development and accomplishment as a manager.

It is appropriate to add the post-nominal letters CMGr to professional communication materials such as your email signature and business card.

As a Chartered Manager, you are already a member of CMI. There are different levels of CMI membership as follows:

- Member of CMI – MCMI
- Fellow of CMI – FCMI
- Companion of CMI – CCMI

When listing your accreditation and membership level, CMGr always precedes membership. For example if you are a Chartered Manager and member you would use the post-nominals CMGr MCMI e.g, *John Smith CMGr MCMI*.

### Informing your employer

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Whether you supported your own learning or were funded/part-funded by your employer, your Chartered status significantly increases your value to your organisation. Following your training you will undoubtedly bring additional benefits to the business and your colleagues, and it is important that this is effectively valued. According to CMI research, Chartered Managers add an average value of £391,000 to their organisations.

As a fully accredited Chartered Manager, you and your employer will have increased confidence in your competency to manage and lead. Your learnings will have equipped you

with the skills and confidence to take on more responsibilities and ultimately fast-track your career. More than half of Chartered Managers report that securing their accreditation had helped them in gaining a promotion.

We recommend you arrange a meeting with your line manager to inform him/her of your Chartered status and offer to discuss the learnings from the course. Having completed your accreditation and to cement your learning experience, we recommend the creation of a new personal development plan and the setting of new professional targets with your line manager. Doing so will enable you to maintain your performance and implement effective organisational change.

If you wish to inform your wider network of colleagues, we have written a sample press release which you can share with your internal communications team. Please see the press release on page 9.

## Updating your profile

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Your online and personal profiles, both essential tools to promoting your Chartered Manager status, should now be updated.

### CV

Your CV is the perfect place to highlight your professional achievements. Prospective clients, colleagues and employers actively look for recognised accreditations on CVs.

The post-nominal letters 'CMgr' after your name should be included in the header as the first indication of your professional status.

Your Chartered Manager accreditation should be placed on your CV alongside your qualifications.

### LinkedIn

LinkedIn is an ideal online channel by which to share your Chartered Manager status.

LinkedIn does not give users the option to add suffixes after their name so you are advised to add the post-nominal letters 'CMgr' after your surname to indicate your Chartered Status.

In order to display your accreditation on your profile you must also add to the certifications section.

You can add CMI to your LinkedIn board via the following link:

<https://www.linkedin.com/edu/school?id=370072&trk=prof-edu-school-name>

## Social media

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CMI's social media channels are fantastic platforms on which you can connect with a wide network of people with similar interests to you and who are active in the online management community. CMI provides you with access to these groups and discussions on LinkedIn, Twitter and Facebook.

### CMI's social media channels

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Follow CMI on Twitter:

[www.twitter.com/CMI\\_Managers](http://www.twitter.com/CMI_Managers)

@CMI\_Managers

Follow CMI on LinkedIn:

[www.linkedin.com/company/chartered-management-institute](http://www.linkedin.com/company/chartered-management-institute)

Join the CMI LinkedIn group:

<https://www.linkedin.com/grp/home?gid=22310>

Like CMI on Facebook:

[www.facebook.com/bettermanagers](http://www.facebook.com/bettermanagers)

## Hashtags

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Connect using the hashtags:

#GetChartered

#management

#leadership

#managers

## Suggested tweets and LinkedIn posts

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You may like to use or adjust our suggested tweets and LinkedIn post to let your followers and online communities know you've become a Chartered Manager.

### Suggested tweets:

- Thrilled to be qualified as a Chartered Manager and join the #managers at @CMI\_Managers [<http://bit.ly/GetCharteredT2017> AND IMAGE]
- Proud to have earned @CMI\_Managers' Chartered Manager status and be part of the network of professional #managers [ AND IMAGE]
- The hard work's paid off – I'm now a fully accredited Chartered Manager! #GetChartered [<http://bit.ly/GetCharteredT2017> AND IMAGE]
- Proud to join a growing group of Chartered #Managers driving better productivity & performance in the UK. <http://bit.ly/GetCharteredT2017>
- I've been awarded the highest accreditation in #management with @cmi\_managers. Join me and #GetChartered: <http://bit.ly/GetCharteredT2017>

### Accompanying image:





Suggested LinkedIn post:

Thrilled to announce I've been awarded Chartered Manager status by the Chartered Management Institute (CMI) - the highest status that can be achieved in the management profession.

As a Chartered Manager, I'll join a growing group of leaders driving greater productivity and performance vital to the wider UK economy.

If you want to learn more about CMI in general, or about the Chartered Manager accreditation, please visit: <http://bit.ly/GetCharteredL2017>

## Press release

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Below is a template press release that we suggest you share with your internal PR or communications team. If you require assistance in sharing with the press please contact [press.office@managers.org.uk](mailto:press.office@managers.org.uk) or call the press office on 020 7421 2705.

We recommend personalising your press release to reflect the impact you have made on your organisation and including a comment from your line manager to support your merits. The release may be used to promote your accreditation via a company magazine, newsletter or company website.

If you wish to publicise your achievement on a wider scale, we recommend contacting local media and trade press.

### **[INSERT NAME] becomes a Chartered Manager**

#### ***[INSERT NAME] has achieved the highest professional status within management***

The Chartered Management Institute (CMI) has awarded [INSERT NAME] his/her Chartered Manager status having completed his/her Chartered Manager accreditation.

[INSERT NAME] is [INSERT POSITION] at [INSERT COMPANY]

Ann Francke, CEO at CMI, commented:

*“CMI is delighted to award [INSERT NAME] the highest professional status, Chartered Manager. Raising the quality of management skills is essential to the wellbeing and productivity of the British workforce. Unqualified, accidental managers mean that four in ten of us rate our line managers as ineffective. Professionally trained managers such as [INSERT NAME] improve business performance and operations.”*

[Please feel free to add your own quote in here, following the above format]

The Chartered Manager accreditation is designed to equip managers with the professional capability to drive and lead better organisations. CMI's 2015 [Mapping Management Excellence](#) research revealed Chartered Managers add value to their companies through developing new products or services and improving operational efficiencies, through far higher levels of productivity. As individuals, Chartered Managers gain increased confidence, self-awareness and add an average of £341,443 in value to their employers.

To find out more about the CMI, visit: [www.managers.org.uk/cmgr](http://www.managers.org.uk/cmgr)

#### **About CMI**

The Chartered Management Institute (CMI) is the only chartered professional body for management and leaderships, dedicated to improving managers' skills and growing the number of qualified managers.

Our professional management qualifications span GCSE to PhD equivalents, including the unique Chartered Manager award, which increases earning potential and improves workplace performance.

CMI has led the way in developing a suite of trailblazing management apprenticeships with a 40-strong group of employers. These start from Level 3 (operations manager) and Level 5 (team leader) through to Chartered Manager Degree Apprenticeship. A Master's degree-level apprenticeship is in development, giving employers the option to upskill managers of all levels. CMI is a Skills Funding Agency-registered apprentice assessment organisation.

We provide employers and individual managers with access to the latest management thinking and with practical online support that helps them to embrace change, create high-performing teams and keep ahead of the curve.

With a member community of more than 140,000 managers and leaders, we promote high standards of ethical practice through our Professional Code of Conduct, and help managers to build their expertise through online networks, regional events and mentoring opportunities.

- Visit [www.managers.org.uk](http://www.managers.org.uk) for more information, or follow us @cmi\_managers

## Promoting the profession

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Now that you are part of an extensive management community it is important to let others know about the benefits brought to individuals, organisations and the wider economy as a result of professional accreditations. The improved standards and performance speak for themselves and you can use these to gain further recognition for your achievement.

Below are some additional fast facts that you may find of benefit in briefing your colleagues.

### Fast facts

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1. Chartered Managers add an average value of £391,443 to their organisation
2. 96% use Chartered Manager as proof of leading people and managing change
3. 96% use Chartered Manager to showcase their continual learning and growth
4. The biggest impact on the UK's productivity is excellent leadership and management (OECD Total Factor Productivity figures)
5. Only 20% of managers nationally are qualified in management and leadership (Council for Excellence in Management and Leadership, CMI, 2012)
6. 43% of line managers are rated 'ineffective' by their direct reports (The Business Benefits of Management and Leadership Development, CMI, 2012)
7. 83% of Chartered Managers say they have become better managers after achieving Chartered status (Mapping Management Excellence, CMI, 2015)
8. One in three Chartered Managers say their Chartered Status is used as a competitive advantage by their employer (Mapping Management Excellence, CMI, 2015)

## Further information

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For help, advice or assistance go to [www.managers.org.uk/contact-us/contact-us-individuals](http://www.managers.org.uk/contact-us/contact-us-individuals) or call the Chartered Manager helpline on 01536 207429.

For insight go to CMI Insights at [www.managers.org.uk/insights/](http://www.managers.org.uk/insights/)

For information about Chartered Manager go to [www.managers.org.uk/cmgr](http://www.managers.org.uk/cmgr).

If you have any questions about promoting your Chartered Manager status or if you want to become a brand ambassador for CMI, please get in touch with Becca Davis, CMI's Press and Social media officer:

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