

#MGTAPPRENTICESHIP

→ CMI MANAGEMENT AND LEADERSHIP APPRENTICESHIPS



The psychology of leadership.

JAKE MELDRUM, 23
CUSTOMER SERVICE EXECUTIVE, NACD LTD
LEVEL 3 APPRENTICE IN MANAGEMENT AND LEADERSHIP

Jake Meldrum works as a manager in the maintenance department of **NACD Ltd**, a company that specialises in residential and commercial entry systems. At 23, he has his sights firmly set on a career that utilises the management techniques he has learnt through CMI.

The whole customer journey comes through our department, whether it's helping customers upgrade their system or sorting out any problems they have, I check that calls are logged correctly, allocate work out, manage stock control and build quotations. Most importantly though, it's about keeping our customers informed about what's going on.

I'd already had experience of doing an apprenticeship in customer service through **Intec Business Colleges** at a previous company and I found it extremely useful so when I had the opportunity to do a management course here, I jumped at the chance.

It's teaching me an awful lot, and I enjoy the psychology parts especially, about how different people learn and work. It allows me to recognise my learning style, but also that of others around me and how to work to bring the best out of them.

Jake is the advocate for NVQ qualifications within his company and has a vision to get his colleagues and peers within NACD trained to a quality standard to ensure consistency of customer service across the board. Due to his determination, innovative ideas and passion to develop not only himself but also his colleagues and peers, Jake has become a well-respected and valued member of the NACD organisation. Hardly surprising, then, that more study is the way forward for Jake.

I'm definitely interested in doing Level 4 next. I want to progress in the company and it's growing really quickly – a 40% increase last year. As the company grows, so will I.

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