

# FUTUREST LEADERSFEST 2019

— Real change through good leadership

November 11 - 15

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#CMIFutureLeaders

*Career Kick-Start Kit*



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**We can help you plan, map and start your professional journey and enable you to stand out against other candidates.**”

## HELLO!

CMI is a resource for people just like you. With the world changing so rapidly, it's a struggle to stay relevant. With changing technologies, politics and environment, you need to keep your skills and behaviours sharp. In today's working world it's not enough to gain a qualification; employers are actively seeking a commitment to lifelong learning.

If you don't want to lose out, it's vital that you invest time in your personal development now. We give you access to over 19,000 articles, e-books, checklists, templates, e-learning, ideas, models and videos – and they're all in one place to keep you informed and ahead of the game.

But before we get into that, we wanted to answer some of your burning questions during Future Leaders Festival. Maybe you were sat in a session about CPD thinking to yourself, what actually *is* CPD? Keep reading to get your questions answered!

Daisy Hooper  
Head of Student Experience, CMI

# #1

**Dear CMI,**

So, what actually *is* CPD?

**From, a Future Leader**

## **Dear Future Leader**

First, let's start with the basics: CPD means, simply, continuing your professional development. All events, articles, networking and life experience that increases your knowledge and skills is considered part of your CPD, which is tracked so that employers and student bodies can see evidence of your development. You can also use your CPD log in performance appraisals and job applications.

At University I carried out a gap analysis at the beginning of the year to evaluate what areas I wanted to improve. CMI recommends logging your development activity through ManagementDirect or by filling in a CPD template. I recommend logging your CPD activities as soon as possible while you can still remember your key takeaways. I have used this tool in interviews to help me identify areas to talk about.

Creating an action plan for your development is a key self-management skill that employers are looking for. A skills plan helps you to target specific areas to improve on and narrow down your research. I knew that I wanted to develop my commercial awareness, so searched for relevant content online.

**Sophie Scoular, graduate**

# #2

**Dear CMI,**

The world of work will have changed by the time I graduate. Which skills will I need?

**From, a Future Leader**

## **Dear Future Leader**

While you may have learned some essential management skills, the most prized traits take time and careful development to hone.

1. A great leader knows how to be supportive. When you are leading a team, you'll want to develop a relationship based on mutual respect.
2. Work to develop your empathy and emotional intelligence, which will help you to assess the right approach to communication. Pay attention to non-verbal communication tools such as body language to improve your ability to read a situation and respond appropriately.
3. As a modern manager, you need to keep your technology up to date. Do your research, try out new tools, and get your team to see what works for them, too.

We hope that helps. If you want to get even more insight, our Management 4.0 project is available online, and explores the above points in greater detail. Let us know what you think!

**Management 4.0 Team**

# #3

**Dear CMI,**

What resources do you have that are *actually* useful to me?

**From, a Future Leader**

## **Dear Future Leader**

From the perspective of a first year student, The Career Development Centre has been a fountain of information for me and I'm sure I'll continue to use it as my career develops. There are two tools that I've found particularly helpful:

### 1. Elevator Pitch

Over the last year, I've attended a number of events. Networking is seen as a key career skill, but I was so nervous beforehand as I didn't have much experience in these situations. I still remember feeling intimidated and overwhelmed. This was when I decided to use the Career Development Centre elevator pitch tool. It showed me how to create a summary about myself and now I'm more confident to introduce myself and my skills to more senior professionals.

### 2. CV Builder

This takes you through a step by step guide to writing a CV, with a free review service to get feedback show off your strengths and make the most out of your professional experiences. Good luck in your future!

**Ioana Batcu, CMI student ambassador**

# #4

**Dear CMI,**

What is a personal development plan and how do I make one?

**From, a Future Leader**

## **Dear Future Leader**

Start by identifying where you currently stand within your field and then define where you would like to be. This will give you a measure of the gap you are seeking to bridge through training and experience. My top tip? The success of your personal development plan will hinge on your enthusiasm: ensure you're inspired to develop your skills, think about what you're interested in and what you're good at.

The best way to achieve your goals is to establish your learning style. In my experience, companies that recognise the diversity of their workforce offer a variety of development opportunities. In addition, make use of information from professional bodies such as CMI's online resources.

A personal development plan is something that an individual should have at all stages of their career. Whether I have looked to get a promotion, to diversify my experience or to refocus myself within my role, I set new targets to keep myself motivated. I regularly seek advice from my mentor and have identified sponsors who keep me progressing. Like most career-focused individuals, my Personal Development Plan is a work in progress.

**Reetu Kansal, CMgr, FCMI**

# #5

**Dear CMI,**

How do I write a knockout CV?

**From, a Future Leader**

## **Dear Future Leader**

From my experience, there are five ways you can make sure your CV lands you an interview, rather than it landing in the bin.

### 1. Make a great first impression

The most effective way to showcase your strengths is to include a compelling summary statement of up to five lines.

### 2. Tailor your CV

Use research to tailor your CV for every application by spelling out how you match the opportunity it'll improve your chances of being shortlisted.

### 3. Context and evidence

Include a summary of your experience of up to five bullet points using action verbs such as 'delivered', 'increased' or 'improved'.

### 4. Strike the right tone

Don't use acronyms or jargon. It's much better to write words fully than to assume that the reader will know what abbreviations mean.

### 5. Make it memorable

Perfect CVs are two pages long. When you are happy with your draft, get someone else to carefully proofread it for you.

**Lesley Cowley, OBE CCMi**

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