

## PARTNERSHIP DEVELOPMENT



Even through the crisis our partnerships flourish and since March we have approved a further 98 partners bringing the total to almost 800.



98 New partners approved



15% Income growth in 2019/20

We were the first End Point Assessment Organisation to gain approval to move all assessments online which means we continue to help record numbers of Apprentices to complete their end point assessment.



Assessments are up 225% on the same period last year

In recognition of the great management and leadership displayed by our key workers in the NHS, Police and MOD during the Covid-19 crisis we launched our Special Award of Recognition. Since its launch in August we have recognised over 500 key workers.

## CHARTERED MANAGEMENT CONSULTANT (ChMC)



**This year, after an initial pilot phase, CMI launched the Chartered Management Consultant (ChMC) award in association with the Management Consultancies Association (MCA), the trade association for the UK's leading consulting firms.**

ChMC is now the professional gold standard in this vital element of our service economy.



To date over 150 consultants have now been awarded Chartered status



14 firms involved in training accreditation

## CMi UPDATE



This has been an extraordinary year. Managers and leaders have been tested like never before by Brexit, and by the Covid-19 crisis that forced thousands of organisations to pivot operating models, working practices and supply chains almost overnight.

At CMI we've had to find our own answers to the challenges thrown up by these events, but the past year has demonstrated why the work of CMI is so important.

Real leadership has been a game changer, and this time of uncertainty and crisis has not only shown what we're made of – it's shown what we're here for.

## AND WHAT OF THE FUTURE?



As a result of Covid-19, CMI's Management 4.0 campaign has seen some of its questions answered far sooner than anticipated in 2019. The challenges (and opportunities) have been accelerated and as a result we have pivoted our research to explore this new landscape. Our findings will be launched in November 2020.

And finally, our new website was successfully launched at the end of September to give all our members, partners and wider community an altogether more appealing and accessible experience and will continue to improve.

### **ANN FRANCKE OBE**

CMgr CCMi

Chief Executive, CMI

## THE CMI EXPERIENCE



The workplace changed overnight with lockdown, and organisations were suddenly faced with operating remotely, furloughing staff or even having to close with potentially thousands facing redundancy.

CMI responded quickly recognising that support would be needed at all levels within our membership, partners, and the wider community.



**30,000  
HITS TO DATE**

We developed a new COVID-19 hub of content and resources with free access for everyone as part of our commitment to public benefit. This catalogue of up to the minute thought provoking content offers resources of how to lead during the crisis. This includes a redundancy resource hub to provide help and support to those dealing with job loss.



**35% OPEN RATE FOR  
CHARTERED MANAGERS**

Better Managers email newsletter moved to twice each week - keeping our members and CMI Friends community informed on the latest developments and support resources.



**OVER 1 MILLION MINUTES  
OF VIEWING TO DATE**

Events were rapidly changed from live to twice weekly digital events including a series of CPD webinars and a weekly Better Managers Briefing live stream available for all to access.

## COMMUNITY ENGAGEMENT



As understanding of the value of management and leadership grows, so does CMI's membership community now totalling 143,000.



Membership community  
up **8%** on last year



**10,000**  
Chartered Managers

In an effort to widen our community further we have been actively promoting our CMI Friend offering, and have created a further tier on the ladder to membership called CMI Subscriber to enable a wider audience to benefit from CMI's resources.



CMI Friend community growing in  
August by **242%** compared to last year

We continue to grow our specialist communities with CMI Women and CMI Race being relaunched through a series of events and our international Regional Boards are evolving.

## GIVING OUR MANAGERS A VOICE



**We are constantly in touch with our growing community through many different channels and this year have seen considerable growth in engagement through our events, newsletters and social media.**

- In May we launched our new member Insight Community 'Managers Voice' which now has over **2,600** members. This extremely engaged community has offered feedback on our new website ensuring it meets our audiences requirements, and have been actively involved in the Management Transformed research.
- We work closely with the national press including The Sunday Times, around the key management and leadership issues of the day. As a result we have had 7 exclusive publications based on commissioned polls, with up to **1,900** responses each.



Along with the growth in our CMI Friends community and membership, our social media engagement continues to grow with a **24%** increase over the previous 12 months, and followers actively responding and interacting with our posts

Find out more about joining our community  
[www.managers.org.uk/subscribe](http://www.managers.org.uk/subscribe)