

CMI CASE STUDY.

The University of Huddersfield.



OFFICIAL CMI HE PARTNER



CHALLENGE- TACKLING
'REAL WORLD' LEADERSHIP
CHALLENGES



BENEFITS - BOOSTING EMPLOYEE
ENGAGEMENT, INCREASING
PRODUCTIVITY AND EMBEDDING
BEST PRACTICE



CMI PRODUCT
CORPORATE MEMBERSHIP

Professor Bob Cryan CBE CMgr CCMI, Vice-Chancellor at the University of Huddersfield, talks about the huge benefits that have arisen from the University's innovative decision to charter all 83 members of its Senior Management team.

ABOUT THE UNIVERSITY OF HUDDERSFIELD

The University of Huddersfield is a multi-award-winning, gold-rated university in West Yorkshire that puts the focus on teaching quality and excellent facilities. The University has nearly 20,000 students from 130+ countries studying in seven academic schools including Applied Sciences, Computing and Engineering, Music, Humanities and Media.

Professor Bob Cryan became Vice-Chancellor in 2007 – at the time, the youngest Vice-Chancellor in the UK. Huddersfield became University of the Year in 2013 and won the inaugural Higher Education Academy Global Teaching Excellence Award in 2017.

UNIVERSITY OF HUDDERSFIELD'S PATH TO BECOMING CHARTERED

Professor Cryan said: "The external environment faced by Universities is changing dramatically and I want to make sure that Huddersfield is adequately prepared for the challenges ahead. Our organisation has been together for a while so I wanted to try something that would refresh us, something that would change the culture, and would get different leaders from around the university working together for the first time.

"I got the idea of doing the CMI diploma after listening to Sir Charlie Mayfield, the Chairman of John Lewis Partnership, talking about 'the accidental manager' after he received his Gold Medal at the CMI's President's Dinner. I started thinking about how we could go about getting authentic managers at Huddersfield. We continually talk about authenticity at the University and what gives us the right to do what we're doing. I couldn't ask my management team to try something I hadn't experienced personally so I enrolled on CMI's Level 7 Strategic Leadership and Management programme. As CEO, it was a very valuable experience for me and when I explained the process to my executive group, they were keen to do it as well. We then rolled it out to our entire senior management team of 83 people, making us the only organisation in the world where all the senior management team are chartered.

University of
HUDDERSFIELD
Inspiring tomorrow's professionals





We're all speaking the same language, we're all far more strategically aware and we're all very aware of our key roles as leaders in the organisation. There's a shared understanding and that's helping the transformation that we're looking for at the University.

Professor Bob Cryan CBE CMgr CCMi
University of Huddersfield



WHY BECOME CHARTERED?

Chartered Manager is the highest status that can be achieved in the management profession and is only awarded by CMI. Chartered status empowers senior teams with the credibility they need to become true and inspiring role models with first-rate management and leadership skills.

Bringing Chartered Manager into your organisation enables you to increase productivity, build a strong talent pipeline and engage employees whilst closing any skills gaps.

WHY CHOOSE CMI CORPORATE MEMBERSHIP?

- Formal recognition of skills and expertise for your senior teams
- Develop true role models who set the standard high for your organisation
- Promote engagement that cascades through your workforce from the top down
- Access to thousands of expert development resources for all your managers at all levels

THE PROCESS

"We timed the programme to tie in with the development of our new strategy. With everyone chartered, that meant that all leaders were directly engaged in reviewing our strategic options. Of course, any large corporate does consultation, but the difference at Huddersfield was that everybody engaged in the process which was just fantastic. Another key strength of the CMI certificate is managing change projects and we ended up with all 83 senior leaders in the organisation doing individual change leadership projects, which led to a massive transformation. The savings we've made from one single project have covered the cost of the whole programme, so that's another direct impact straightaway."

THE BENEFITS

"Getting the whole senior team to become chartered has actually transformed the University. We're seeing the value in different ways – we're actually seeing stronger more inspiring leadership which, of course, ultimately means that people work better together but we're also seeing tangible outcomes. We now have different leaders from around the university working together for the first time. That in itself has

been very beneficial and the whole process has brought a "Team Huddersfield" ethos to the fore and created a fantastic buzz in the organisation. "We're all speaking the same language, we're all far more strategically aware and we're all very aware of our key roles as leaders in the organisation. There's a shared understanding and that's helping the transformation that we're looking for at the University.

"We're trying to create a body of leaders in the organisation that actually consider leadership as a real profession and we get to share their leadership skills on the whole Chartered Management programme.

NEXT STEPS

At the University of Huddersfield, staff will continue to develop in their leadership roles. Professor Cryan added: "Having all of our senior leaders chartered was such an amazing experience that we're now going to roll it out throughout the university to include all of our middle managers as well. I'm very proud of what we've achieved and we also now have a framework for introducing CMI's Continuing Professional Development modules."

CMI's mission is to increase the number of and standard of professionally qualified managers and leaders. Want to find out more about Corporate Membership for your organisation?

Visit www.managers.org.uk/corporatemembership