



HIT THE BUSINESS BULLSEYE.

Together increasing the number and standard
of professionally qualified managers.



 www.managers.org.uk

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 [Chartered Management Institute Network](#)

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**INVESTORS
IN PEOPLE** | Gold



CMI IS HERE TO HELP **YOUR** BUSINESS HIT THE MARK.

CMI is here to help your business reach its targets, whilst increasing the number and standard of professionally qualified managers.

As the professional home of managers and leaders, and the only Chartered Awarding Organisation of Management and Leadership qualifications, we offer you a respected and recognised brand and portfolio of high-quality, internationally recognised, research-led, future-ready qualifications, apprenticeships, programmes and endorsement.

Our approach to partnership, and renowned customer care, means we are here to support you and your learners with a comprehensive range of value-adding and support services that make it easy to do business with us and enhance your credibility in the marketplace.

WHAT IS THE CHARTERED MANAGEMENT INSTITUTE?

As the standard setter and professional home of managers and leaders, we provide a full range of future-fit qualifications, accreditation and endorsements with pathways (including to Chartered Manager) to facilitate continuous development.

We provide our Centres and their learners with rich, enabling resources and membership benefits, including our unrivalled online content.

Together, we professionalise managers through developing, qualifying and ultimately chartering them; providing professional accreditation of practical management skills and ongoing support. This boosts organisational performance and productivity and enhances impact, career progression and earnings.



A RESPECTED INSTITUTE

CMI is the only Chartered professional body dedicated to management and leadership, and a standard setter over many years, including, most recently, in pioneering the new Apprenticeships Standards.



DEDICATED CUSTOMER SERVICE

We've revamped our Customer Service package and now offer a dedicated Relationship Manager and Quality Manager to support you through approval and into making the most of your partnership with CMI.



BUSINESS GROWTH

The CMI business and community has grown significantly in recent years, with over 40,000 learners registering on our programmes each year.



CUSTOMISABLE QUALIFICATIONS

Our flexible qualification design and assessment and accreditation options offer you the opportunity to customise the qualifications you offer to individuals and employer clients.



CMI



EVOLVING QUALIFICATIONS

Our research-led portfolio of qualifications and apprenticeships is continually evolving as we develop and expand upon our years of research and insight; offering qualifications tailored to today's management and leadership professionals.



NEW REVENUE STREAMS

It's not just about qualifications. CMI offers a range of products and services that give you the chance to open up new revenue streams and support your customers in new ways.



BUSINESS WINNING CONTENT

Our content can make your offer stand out and win business. Use research-led slides, videos and webinars for client proposals, or for marketing collateral, concerning the benefits of CMI products and services.



CMI MEMBERSHIP BENEFITS

All your learners will become CMI Members and have free access to all of the benefits this includes. Plus, you and your key staff also get access to membership benefits free of charge.

GREAT RELATIONSHIPS.

& Supported Approval

Renowned for offering outstanding service, CMI works in partnership with you; providing a dedicated personal service to ensure that we understand the dynamics of your organisation and work proactively to deliver the right solutions for you.

- Smooth, confusion-free journey to approval.
- Close ongoing working relationship with direct access to your dedicated relationship manager.
- Help and support with operational and developmental queries.
- Personal service provided by a named individual relationship manager.
- Personal support throughout the initial approval process, whether you're applying to become an Approved or Registered Centre or a Recognised Programme provider.
- Quick start-up personal support in the first few months post-approval.
- A dedicated, named contact supports you on an ongoing basis to help you to maximise the potential of the CMI offer for your business.



APPROVED CENTRE

Work in partnership with the only Chartered Awarding Organisation for leadership and management to deliver and assess high quality, flexible, cost-effective qualifications. You'll also gain access to our extensive range of unique services to enhance the experience you offer to your learners.

Benefits to your Centre

- Broaden your delivery options with approval to offer CMI qualifications.
- Enhance the learner experience with complementary CMI membership.
- Self-directed study and work towards assessments is hugely enhanced with complementary learner access to CMI content through ManagementDirect
- You can use ManagementDirect to enhance the delivery experience.
- You'll be fully supported through your approval and on an ongoing basis with a named personal contact at your service.

The key features

- Partner with CMI via a fully supported approval process.
- Enables delivery and assessment of CMI qualifications.
- All learners become Affiliate members and gain complementary access to online learning materials via our ManagementDirect portal.
- Your staff can also access member benefits and ManagementDirect.
- You'll have a dedicated customer relationship manager.
- Mutually progressive partnership - aims to support you growing your business and make it ever-easier to do business with us.



REGISTERED CENTRE

Work in partnership with the only Chartered Awarding Organisation for leadership and management to deliver high quality, flexible, cost-effective qualifications. Free yourself up to focus on the delivery and we'll undertake the assessment for you. You'll also gain access to our extensive range of unique services to enhance the experience you offer to your learners.

Benefits to your Centre

- Broaden your delivery options with approval to offer CMI qualifications.
- You can still gain CMI approval even if time or resource pressures don't enable you to assess learners work.
- Enhance the learner experience with complementary CMI membership.

- Self-directed study and work towards assessments is hugely enhanced with complementary learner access to CMI content through ManagementDirect.
- You can use ManagementDirect to enhance the delivery experience.
- You'll be fully supported through your approval and on an ongoing basis with a named personal contact at your service.

The key features

- Partner with CMI via a fully supported approval process.
- Enables delivery of CMI qualifications.
- CMI undertake assessment (marking and verification).
- All learners become Affiliate members and gain complementary access to online learning materials via our ManagementDirect portal.
- Your staff can also access member benefits and ManagementDirect.
- You'll have a dedicated customer relationship manager.



CMI RECOGNITION

Stand out from the competition with CMI recognition of your bespoke training programmes. CMI recognition and certification enhances credibility and offers additional benefits for your learners and employer customers.

Benefits to your Centre

- Win more business by gaining the CMI seal of approval for your bespoke training programme(s).
- Improve your offer to learners with learner membership benefits such as ManagementDirect.
- Gain external certification from CMI for participants on the programme(s).

The key features

- CMI recognises/endorse non-accredited training programmes.
- This offers external certification of your bespoke training courses.
- This helps you to differentiate your offer.
- Gives your learners access to CMI membership benefits.



QUICK COMPARISON OF OPTIONS

COMPARE PARTNER OPTIONS	APPROVED CENTRE	REGISTERED CENTRE	CMI RECOGNITION
Deliver CMI qualifications	✓	✓	✗
Option to combine units to flexibly build CMI qualifications	✓	✓	✗
Flexible assessment methods	✓	✗	N/A
You can assess and verify learners' work on CMI qualifications	✓	✗	✗
Option for CMI to undertake assessment for your convenience	✓	✗	N/A
Your non-accredited training programme mapped to National Occupational Standards	✗	✗	✓
CMI Membership for learners	✓	✓	✓
Access to CMI content for learners	✓	✓	✓
Access to ManagementDirect for staff	✓	✓	✓
Supported application process	✓	✓	✓
Dedicated Relationship Manager	✓	✓	✓
Growing your business guidance and resources	✓	✓	✓



APPRENTICESHIP STANDARDS IN ENGLAND.

Together helping your customers boost productivity and raise management practice.

In partnership with employer and provider partners, CMI has set the new standard for a progression suite of Management and Leadership apprenticeship standards. This suite of options will put you in a great position to make the most of the opportunities around apprenticeships in the coming years and to help you to offer your clients ever more compelling options as the funding around apprenticeships changes.

- Team Leader/Supervisor Apprenticeship (Level 3)
- Operations/Departmental Manager Apprenticeship (Level 5)
- Chartered Manager Degree Apprenticeship (Level 6)
- Senior Leader Master's Apprenticeship (Level 7)

These new standards provide Levy-funded pathways for employers to invest in developing their managers' skills at every career point. We have mapped our qualifications to the new standards to help you convert existing programmes into apprenticeships and develop new ones.

Partnership with CMI enables you to offer a one-stop apprenticeship service to your customers, whether it be in Levy advice, programme design, end-point-assessment and proving impact and a valuable return on investment. We provide an

end-to-end support package to maximise learner completion through a comprehensive suite of rich learning resources, engagement tools and structured progression pathways and even presence to help you promote your offer and grow your business.

CMI provides our partners with toolkits and templates to ensure:

- Your programme maps to the Apprenticeship Standard
- You can utilise content to deliver great learning and new knowledge and skills to your learners
- You and the employer can make easy judgements on when each individual apprentice is ready to go forward to End Point Assessment

To register learners on the apprenticeships with CMI you first need to speak to us to let us know you intend to deliver the apprenticeships. This means that:

- You'll then benefit from appearing in CMI Centre Finder search results as an apprenticeship provider - helping you generate new business leads
- You'll then be able to register learners on the apprenticeship support programmes via the CMI Hub and ensure your apprentices have access to the tailored ManagementDirect resources

CMI QUALIFICATIONS SUPPORTING YOUR APPRENTICESHIPS

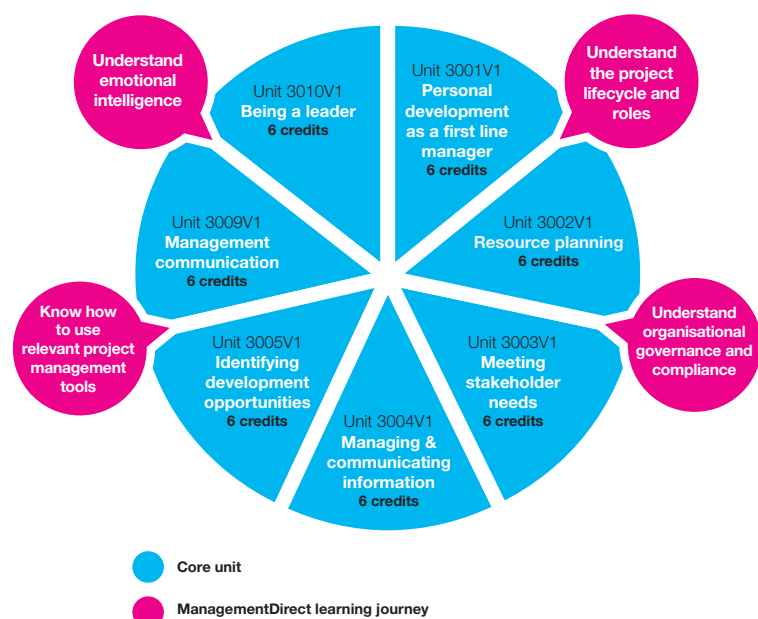
NEW LEVEL 3 AND 5 QUALIFICATIONS HAVE BEEN LAUNCHED IN 2017 THAT COMPLEMENT THE APPRENTICESHIP STANDARDS WITH RECOMMENDED APPRENTICESHIP ROUTES INCORPORATED. HOWEVER IF YOU WISH TO CONTINUE TO DELIVER THE PREVIOUS VERSIONS (WHICH ARE AVAILABLE FOR REGISTRATION THROUGH UNTIL 2019) WE'VE PRODUCED MAPPING GUIDANCE AS ILLUSTRATED BELOW.

The Team Leader/Supervisor (level 3) and Operations/Department Manager (level 5) Standards require at least 20% of the training received by the apprentice to be delivered “off the job”. Using the training delivered through a CMI Diploma in your programme is a great way to ensure that you cover off all of the knowledge aspects of the Standard with your apprentices.

CMI provide advice on programme design to ensure that you optimise the combination of subject matter through our qualifications to cover as much of the Apprenticeship Standard as possible.

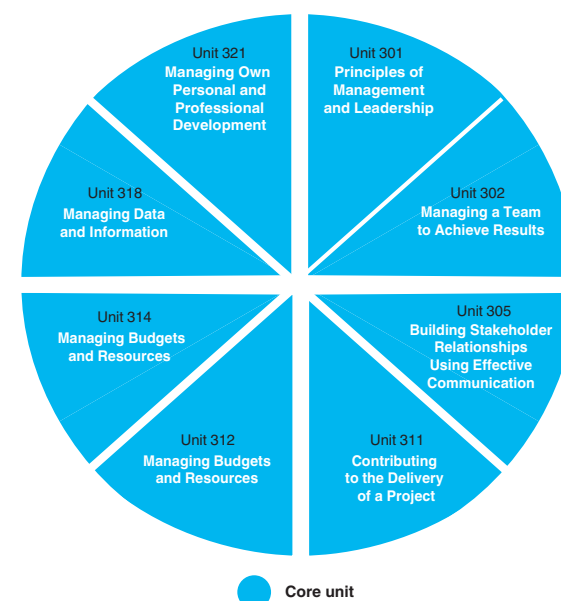
Level 3 Team Leader/Supervisor Standard to the CMI Level 3 Diploma in First Line Management (Available until August 2019)

Through taking the following units learners may achieve the CMI Level 3 Diploma in First Line Management and in doing so will have covered most of the Knowledge and Skills in the apprenticeship standard.



Level 3 Team Leader/Supervisor Standard to the new CMI Level 3 Diploma in Principles of Management and Leadership (Available from September 2017)

Through taking the following units learners may achieve the CMI Level 3 Diploma in Principles of Management and Leadership, and in doing so will have covered 100% of the Knowledge and Skills in the apprenticeship standard.



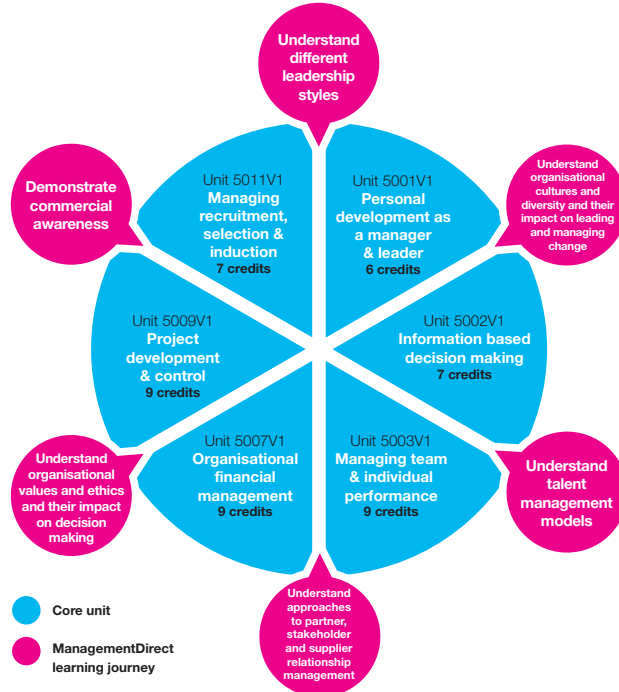
CMI QUALIFICATIONS SUPPORTING YOUR APPRENTICESHIPS

The Team Leader/Supervisor (level 3) and Operations/Department Manager (level 5) Standards require at least 20% of the training received by the apprentice to be delivered “off the job”. Using the training delivered through a CMI Diploma in your programme is a great way to ensure that you cover off all of the knowledge aspects of the Standard with your apprentices.

CMI provide advice on programme design to ensure that you optimise the combination of subject matter through our qualifications to cover as much of the Apprenticeship Standard as possible.

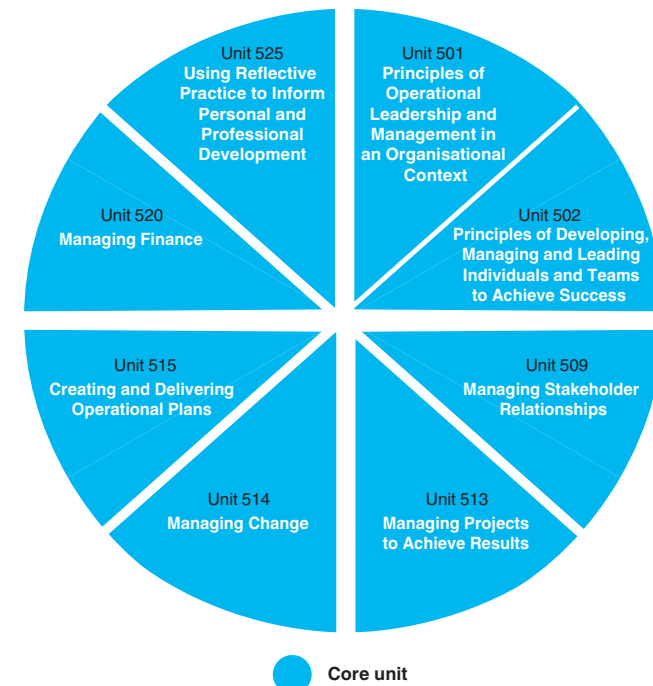
Level 5 Operations/Departmental Manager Standard to the CMI Level 5 Diploma in Management and Leadership. (Available until August 2019)

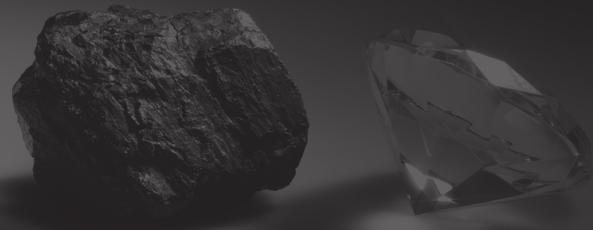
Through taking the following units learners may achieve the CMI Level 5 Diploma in Management and Leadership and in doing so will have covered most of the Knowledge and Skills in the apprenticeship standard.



Level 5 Operations/Departmental Manager Standard to the new CMI Level 5 Diploma in Management and Leadership. (Available from September 2017)

Through taking the following units learners may achieve the CMI Level 5 Diploma in Management and Leadership, and in doing so will have covered 100% of the Knowledge and Skills in the apprenticeship standard.





PROFESSIONALISE YOUR MANAGERS.

The Chartered Manager Degree Apprenticeship provides the best of all worlds - world class business education, work-based learning and professional development through to Chartered status.

It offers an exciting new development route for existing managers, who may have significant experience but little formal development. It also develops the next generation of talent, providing a new career-path option for aspiring managers, who want to earn while learning, and develop their management and leadership skills within the workplace.

CMI provides an integrated package of support to maximise students' learning and achievement. This consists of CMI membership benefits to underpin professional recognition and development; dual accreditation to provide students with an additional CMI qualification; and a comprehensive end point assessment – the final validation that the student meets the course standard and has achieved Chartered Manager status.

More information about the Chartered Manager Degree Apprenticeship is available at:

www.managers.org.uk/degreeapprenticeships

PERFECTING LEADERSHIP SKILLS.

Senior Leader Master's
Degree Apprenticeship.



The Senior Leader Master's Degree Apprenticeship combines a master's degree, apprenticeship and the option to achieve Chartered Manager or Chartered Fellow professional recognition. It is designed to, develop the strategic leadership skills of those responsible for the overall performance and long-term sustainability of their organisations.

MANAGEMENT AND LEADERSHIP QUALIFICATIONS.

SUBJECT AREA	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7	LEVEL 8
Introductory overview	✓	✓		✓		✓	
Personal development as a manager/leader	✓	✓		✓	✓	✓	✓
Communication	✓	✓					✓
Team and performance management	✓	✓		✓		✓	
Resource management	✓	✓		✓			
Stakeholder management and building relationships	✓	✓	✓	✓	✓		
Customer Service and Experience	✓	✓		✓			
Leadership skills	✓	✓		✓	✓	✓	
Corporate social responsibility	✓					✓	
Information - based management, communication and decision making		✓		✓	✓	✓	
Identifying development opportunities and managing innovation				✓	✓		
Recruitment and selection		✓	✓	✓			
Maintaining quality standards		✓		✓			
Management styles and behaviours		✓	✓	✓			
Understanding culture, values and behaviours			✓		✓		✓
Understanding team dynamics			✓				

SUBJECT AREA	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7	LEVEL 8
Management report writing			✓				
Infuencing skills			✓				
Equality and diversity			✓		✓		
Management projects				✓			
Financial management and planning				✓			
Managing marketing plans				✓			
Project management				✓		✓	
Risk management				✓		✓	
Ethical management					✓		
Planning and implementing change					✓		
Leading, developing and implementing organisational strategy						✓	✓
Managing Equality, Diversity and Inclusivity		✓		✓			
Managing Volunteers		✓					
Coaching and Mentoring				✓			
Managing Meetings		✓					
Presenting for Success		✓					
Managing Conflict		✓		✓			
Health and Safety Management		✓					
Creating and Delivering Operational Plans				✓			

ADDITIONAL QUALIFICATIONS.

COACHING AND MENTORING QUALIFICATIONS

The following table outlines the range of content you can use to build Coaching and Mentoring qualifications. Full details are available via the qualification syllabus.

SUBJECT AREA	LEVEL 3	LEVEL 5	LEVEL 7
Introduction to coaching & mentoring		✓	
Coaching & mentoring for individual and team needs	✓		
Managing coaching & mentoring	✓	✓	
Coaching & mentoring process	✓		
Coaching & mentoring evaluation	✓		
Using coaching & mentoring as a manager		✓	
Coaching & mentoring practice theory		✓	
Management of action learning		✓	
Coaching & mentoring within organisational culture			✓
Coaching & mentoring policies			✓
Organisational coaching & mentoring and embedding coaching & mentoring			✓
Strategic impact of coaching & mentoring			✓
Leadership coaching & mentoring			✓

PROFESSIONAL CONSULTANCY QUALIFICATIONS

The following table outlines the range of content you can use to build Professional Consultancy qualifications. Full details are available via the qualification syllabus.

SUBJECT AREA	LEVEL 5	LEVEL 7
Introduction to consultancy essentials	✓	
Planning/managing consultancy interventions	✓	
The client relationship	✓	
Communications for consultants	✓	
Problem solving tools and techniques	✓	
Roles and responsibilities of consultants	✓	
Project development and control	✓	
Coaching practice and theory	✓	
Management of action learning	✓	
Planning the change process	✓	
Organisational culture and structure		✓
Entry and diagnostics		✓
Group dynamics and facilitation skills		✓
Managing the business of consultancy		✓
Development of performance management strategies		✓
Reviewing organisation strategy plans and performance		✓
Strategic project management		✓
Leadership coaching and mentoring skills		✓

WE HAVE A RANGE OF RESOURCES TO HELP YOU WIN MORE BUSINESS HERE.

CMI is continually developing our range of material in order to support our Centres to build ever-more compelling business proposals and presentations, in which they can attract employers and learners.

Most of our range of marketing and value-adding materials can be downloaded from the Education Providers section of the CMI website. They are also available in hardcopy format and can be sent directly to your Centre. Materials include:

- Case studies
- Informative marketing literature
- Promotional gifts
- Infographics
- Social media content
- PR templates
- Content aligned to our thought-leadership programme



FLEXIBLE DESIGN OPTIONS.

CMI qualifications offer you extensive flexibility in qualification design, ensuring that you can tailor your approach to fulfil the needs of your clients and learners.

Our simple rules of combination ensure that you deliver high quality, respected qualifications in the most impactful way possible.

Choose from any unit you wish in order to deliver an Award, and any combination resulting in 13 credits (14 at Level 6) to deliver a Certificate.

Our level 2 Diploma level qualification involves the completion of core mandatory units that provide learners with robust, underpinning knowledge from which to develop. Yet, with a choice of units available, still give your Centre the ability to offer a customised learning outcome.

Levels 3, 5 and 7 offer complete flexibility in unit choices, with bridging qualifications available via our levels 4 and 6 requiring the completion of core mandatory units, offering further choice.

You also have the choice to deliver an Extended Diploma at Level 5 or 7, providing more depth to your learners and again facilitating choice of a wider range of optional units beyond a core of mandatory elements.

BUILD LEARNER ENGAGEMENT WITH FLEXIBLE ASSESSMENT OPTIONS

As a Centre, you can also be flexible in the assessment methods that you use, facilitating inclusivity and helping you to give your learners the best possible experience from the course and often helping to accelerate the rate at which your clients see positive business impacts.



**WRITTEN
ASSIGNMENTS**



PRESENTATIONS



PROJECTS



**PROFESSIONAL
DISCUSSION**



PORTFOLIOS

PROVIDING PROGRESSION OPPORTUNITIES FOR YOUR LEARNERS.

CMI qualifications offer learners a number of progression and development opportunities. Whether learners wish to take the next level qualification as for example their career develops through junior to middle to strategic management and leadership roles, or as a means of accessing Higher Education. Alternatively, as a professional development journey, enabling a learner to achieve the ultimate professional recognition in Management and Leadership of becoming a Chartered Manager.

CMI has identified progression and exemption routes, and are continually working to enhance the range of options for learners wishing to move into Higher Education or other development opportunities. This offers a cost-effective, practical alternative route into Higher Education and you can find details of current progressions and exemptions online, www.managers.org.uk/education-providers. In all cases, we would advise learners to enquire about Recognition of Prior Learning achieved through their CMI qualification when moving into Higher Education.

PROGRESSION TO HE: HUNTINGDONSHIRE REGIONAL COLLEGE CASE STUDY

Huntingdonshire Regional College run BTECs (Level 3 Extended Diploma in Business), with many of their learners aspiring to progress on to Higher Education at the point of completion. However, in a competitive environment for the learners, the College has leveraged its partnership with CMI to help these learners differentiate their University applications. This has been achieved by embedding the CMI 'Information Based Decision Making' unit as bolt-on course enrichment.

This means that not only do the learners gain their BTEC qualification, but they also receive a CMI Level 5 Award on successful completion of the course. The particular CMI unit was very deliberately chosen as it helped to augment the skills required to excel on the BTEC, particularly around analyses and evaluation. The unit also challenged and stretched the learners to step up. Huntingdonshire Regional College CMI Programme Director, Ken Wright, is pleased to report that "all learners successfully completed the CMI Award which led to very positive press coverage for the College and most importantly, 60% of BTEC learners now progress successfully into Higher Education. I've even got parents of the next intake asking when their child will be doing the CMI unit as they've seen the positive impact for those in previous years"

CMI Centres can use any of our units as a bolt-on to enrich courses flexibly in the way that Huntingdonshire Regional College has done so successfully.



BULLSEYE

OUR RESEARCH SHOWS A
CMI QUALIFICATION

increases career earnings by

£152k

WE'RE THE BOW TO YOUR ARROW.

We're on hand to give you the support you need.

Our partnership approach and renowned customer care means we are here to support you and your learners with a comprehensive range of value adding support and services that make it easy to do business with us, makes development and qualification ever more accessible to learners and are sure to delight your customers.

We want our interaction to be easy, fast, responsive and secure, so from approval through supporting your delivery to assessment, verification and quality assurance, we have created online systems to support you. Much of our content and support is available online which means that guidance, tools, templates and forms, are available whenever and wherever you want them for instant use.

You can also access more information on products such as CMI's Marking Service and Assisted Registration online, both of which are designed to relieve you of the administrative burden, allowing more time to concentrate on helping your learners complete and succeed.

SUPPORT INCLUDES:



CMI ASSIGNMENT BRIEFS

available for all Management & Leadership, Coaching & Mentoring and Institute of Consulting units up to Level 7



GOOD PRACTICE

available for all Management & Leadership and Coaching & Mentoring units at Levels 2-8



TEMPLATES AND FORMS

to support you with quality assurance and assessment



CMI MARKING SERVICE

taking the burden off you by marking and verifying your learners assignments



ASSISTED REGISTRATION

a cost effective option to reduce your administration time



MANAGEMENTDIRECT

CMI's rich content delivered online and linked directly to our qualification learning outcomes



PATHWAYS

designed to support you and your learners, available for all core units at levels 3, 5 and 7





www.managers.org.uk



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www.facebook.com/bettermanagers



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Registered charity number 1091035

Charity registered in Scotland No SCO38105

Incorporated by Royal Charter



Certificate No FS28404



**INVESTORS
IN PEOPLE | Gold**



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