

Leadership & Management Development Programme

Leadership is not just about being a bigger manager it's about being a different manager.

8 key leadership and management modules designed to enable managers to recognise and develop their unique leadership style and equip them with the tools and techniques required to move their organisation forward.

The role of leading and managing people is increasingly important within modern organisations. It is rare that a manager will not be exposed to leadership situations and as an organisation we need to continually develop managers into leaders of people and teams. This is a big challenge for any organisation. In most organisations this crucial role often falls to the individual manager, who will have been promoted because of past achievements – sometimes not as a manager. It would be easy for most of us to lead and manage 6 people like ourselves; in reality people lead a variety of people with different experiences, beliefs, attitudes and ambitions – this is the challenge and excitement of leadership and management today. People have to give direction, coach, mentor, facilitate and control their teams and individuals. Many blue-chip mergers have failed because they could not create and develop the right leadership style and ethos, yet it is rare that a manager receives any formal training before taking on these roles. Most managers are offered training after they have realised they are in difficulty, this affects their confidence, which can lead to a team's lack of direction and motivation – ultimately this will prove costly to the organisation. The programme is about equipping and developing managers and turning managers into leaders so that they can thrive in the future challenges of leadership.

The benefits of the Leadership & Management programme

- Identifying how to move from managing to leading individuals and teams
 - Increased confidence and know-how in management techniques
 - Improved people management, for your teams and individuals - leading to improved performance
 - A better understanding of yourself, and how you can achieve your goals
 - Improved training and coaching skills so that you can pass on what you have learnt
 - A complete set of skills to use now and in the future to develop yourself and your business
 - Email and telephone support throughout the programme from Blue Edge
 - Further development opportunities from Blue Edge are available - you can choose to use our Leadership & Management Development Programme modules to gain a Level 5 Certificate or Award in Leadership & Management. Alternatively, have your learning endorsed by the ILM.
-

8 Interlocked Modules

The modules have been chosen as key elements of leadership and management today and work together to create a holistic overview - from understanding the purpose of strategy and planning to developing the skills to lead and manage people. The modules focus on changing the way individuals work, building improved organisations through better leaders and managers.

Each module provides

- Jargon free material
 - Assessment of your organisation's current situation
 - Identification of key issues
 - Development of an action plan to tackle the identified issues
 - Resources to continue the development and to provide a framework for working with your organisation
-

How does it differ from other programmes?

- It is a highly practical programme for both your development as a leader and manager and to address the key issues of the organisation
 - Each module provides an overview of essential management issues, a framework for examining the organisation and producing achievable and effective action plans
 - The resources supporting each module are for you to continue to use in your organisation beyond the programme
-

What do I get from the Development Programme?

- 8 modular workshops delivered monthly, covering the core management competencies
 - 3 stage Toolkit, made up of Knowledge Section, Self-Assessment and Resource Kit (which you may use within your organisation and with other staff)
 - The opportunity to work and learn from delegates from other organisations
 - We encourage you to identify a mentor who will meet with you 4 times to help you get the most from the training
-

Accreditation and Certification

The Leadership & Management Development Programme is endorsed by the Institute of Leadership & Management (ILM). A number of ILM accreditations are available from endorsed to Level 5 nationally recognised qualifications.

What do I need to do to gain the Level 5 Award and Certificate in Leadership and Management qualifications?

The Award is based on 2 modules, the Certificate 3 modules, and associated work-based assignments. Learners need to successfully complete 2 assignments for the Award and 3 assignments for the Certificate; feedback will be given after each assignment to support future assignments. Blue Edge prides itself on the relationship it builds with individuals via email, telephone and mentoring support throughout the programme. The knowledge gained during the workshops plus self reflection will enable you to complete the assignments.

About the ILM (Institute of Leadership & Management)

- The ILM is the UK's largest management body, combining industry-leading qualifications and specialist member services.

ILM is founded on the principle that skilled managers and leaders hold the key to creating productive workforces that deliver organisational and economic success. Their qualifications and membership services combine to drive up the standards of leadership and management and improve individual and team performance.

Leadership & Management module overview

Module 1 Vision & Values

- What is a vision and why have one?
- Leadership and vision
- The conscious and unconscious mind
- Creating a vision for your organisation
- Communicating the vision
- Understanding organisational values
- Using values to develop your organisation's culture
- Creating buy-in from everyone
- Overcoming barriers
- Monitoring and keeping on track

Module 3 Communication

- The impact of communication in organisations
- Defining effective communication
- Why and what should we communicate?
- Dealing with conflict communication
- Using communication as a cultural tool
- One-to-one and group communication
- Internal and external personal communication
- Improving communication through NLP

Module 5 Managing Teams

- What is a team?
- Team structures
- Different types of teams
- The value of high performance, cross functional and work teams
- Getting the best from teams
- The team process
- Measuring team performance
- Handling team conflict
- Setting up teams in your organisation

Module 7 Customers & Stakeholders

- Who are key stakeholders?
- Developing a customer culture
- Developing customer loyalty
- Analysing your stakeholders
- Building effective stakeholder relationships
- Supply chain management
- Creating the right relationship
- Developing service standards

Module 2 Strategy & Planning

- What is strategic planning?
- Why and when to plan?
- Planning styles
- The planning process
- How to prepare a plan
- Who to involve in planning
- Measuring performance
- Planning competitive advantage
- Using planning tools
- Developing a strategic plan

Module 4 Leadership

- What is leadership?
- Difference between leaders and managers
- How leadership has evolved
- Basic leadership styles
- Leadership traits
- Leadership models and theories
- John Adair and leadership
- The new leaders
- Reviewing your own leadership
- Leaders in your organisation

Module 6 Managing Performance & People

- The changing working environment
- Styles of leading and managing
- Creating the right environment
- Facilitating and coaching
- Setting goals and objectives
- Delegating
- The performance cycle
- Managing conflict
- Empowering

Module 8 Managing Marketing

- Defining a market, marketing and sales
- How markets change
- Defining your market
- Understanding your market
- Brand and image
- Communicating to the market
- Marketing analysis
- Marketing plans and product cycle
- Defining sales
- A selling process

About Blue Edge Training

We are a training and consultancy business established for over 17 years, with a team of skilled consultants who have real depth of experience in the public, private and third sectors. Our consultants and trainers specialise in the areas of: leadership and management development; governance; strategy and organisational change; communication; volunteer management; senior mentoring and coaching. As we believe that people are an organisation's biggest asset and we are passionate about developing organisations through their people we ensure that our interventions, whether short-term consultancy or longer-term training programmes, are engaging, cost-effective and inspiring.

Working with a wide range of large and small organisations in the public, private and third sectors, we are adept at bringing the best elements from each sector to inform our learning interventions. Organisations we work with include Shelter, Breast Cancer Care, 38 Degrees, Reprieve, Action for Children, Catch-22, King's College London Students' Union, The University of Kent, The Hospital Club, Stanton Williams, The NHS, The Hepworth Wakefield, Foundling Museum and the Whitechapel Gallery.

For further information contact

Sarah Cargan

Blue Edge Training

T: 01743 367370

sarah@blueedgetraining.com