

# Management qualifications

Award and recognition for managers of any level

**Take the next step!**  
In the last decade Reed Learning  
has helped over 40,000 managers  
to progress their career

- Management qualifications accredited by the Chartered Management Institute and Royal Holloway, University of London
- From e-learning awards through to post-graduate qualifications
- Plus achieve Chartered Manager status

 [WWW.REEDLEARNING.CO.UK/QUALS](http://WWW.REEDLEARNING.CO.UK/QUALS)

 0800 170 7777

 [MORE.INFO@REED.CO.UK](mailto:MORE.INFO@REED.CO.UK)

# Management Qualifications

Invest in yourself for the best returns this year

**Delivered in partnership with leading professional and academic institutions, our qualifications offer rigorous accreditation of your management skills**

## A management qualification from Reed Learning offers:

- The time to focus on your career and add a qualification from a leading institution to your CV
- The confidence to fully utilise your management skills and knowledge
- Demonstrable proof to your employer of your ability and ambition
- The opportunity to build your professional network

## Our partners

By working with the Chartered Management Institute and Royal Holloway, University of London we can offer the highest level of professional and academic recognition to our learners. Close relationships with each institution mean you are always able to get the help you need either from ourselves or direct from the awarding body.

### The Chartered Management Institute (CMI)

The CMI is dedicated to promoting the highest standards in management and leadership excellence. They have more than 86,000 members and are the only chartered body in the UK that awards management and leadership qualifications.

### Royal Holloway, University of London (RHUL)

RHUL is ranked in the top research-led universities in the UK. The School of Management, founded in 1990, is accredited by the Economic & Social Research Council and is a member of the Association of Business Schools. Royal Holloway is able to offer a range of post-graduate study options including MBA and MSc International Management programmes accredited by the Association of MBAs.

Royal Holloway  
University of London



Chartered  
Management  
Institute



## How do our qualifications work?

All qualifications can be undertaken by attending a series of scheduled courses or run as tailored programmes for multiple learners within an organisation. For either approach we will ensure there is help on hand to get the most from your qualification:

### 1. Booking

Our knowledgeable customer service team will help you to decide the right qualification and approach for you.



### 2i. Public programme

Our professional qualifications co-ordinator will arrange an induction meeting to provide you with materials for the programme, answer your questions, and outline the deadlines for any assessments required. They will remain your first point of contact throughout the programme, available to answer any enquires.

### 2ii. Tailored programme

If there are several individuals from one organisation considering a qualification, a tailored in-house programme may be more cost-effective. Your learning consultant will help match the qualification to your organisation's exact requirements, and remain in contact to assure the smooth running of the programme.



### 3. The modules

Most of our qualifications are made up of a series of short courses referred to as modules. Our expert trainers will help you to understand the topic and are often available to offer specific tuition and guidance should you require it.

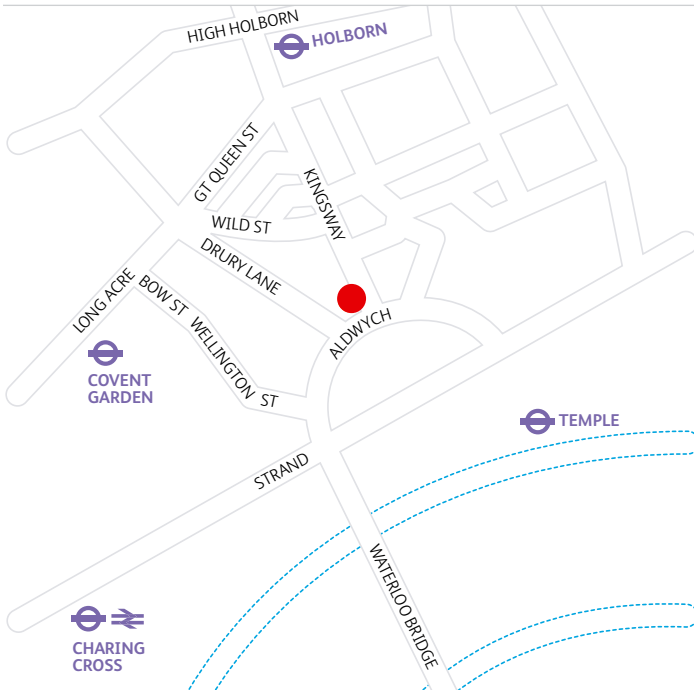


### 4. Assessment

Whether your qualification requires work-based appraisal, written evaluation or more extensive academic assessment we'll do our best to help guide you through and provide you with the resources needed for success.

This personal approach ensures our pass and completion rates are amongst the highest in the UK. Each individual receives the attention they need to not only pass each assessment, but to gain relevant skills.

# Contents



2	3
Level 2 Award in Team Leadership – via e-learning	Level 3 Certificate in First Line Management
4	5
Level 4 Certificate in Management	Level 5 Certificate in Management & Leadership
6	7
Coaching Qualifications	Post-graduate Qualifications from Royal Holloway, University of London
8	9
In-house Qualification Programmes	Achieve Chartered Manager Status

## Where will I need to go?

All the face-to-face modules are available at our London training venue (see above), and some are also run at our training venues across the UK. For tailored programmes we can deliver at any venue of your choice.

## When can I start?

The majority of our qualifications have no fixed start date.

## How long will it take?

Our modular programmes allow for flexible timescales. Though qualifications can be completed within a short period of time we recommend spreading out the modules, completing no more than two per month, to allow time to digest the learning and complete any assessments associated with that topic.

## What does the qualification level mean?

In short the higher the level the more difficult the learning required. Mapping the programmes to a level allows for comparison to more traditional academic qualifications.

Level	Equivalent standard
2	5 GCSE passes, grade A-C
3	A-Level
4	Certificate of Higher Education
5	First Year of a Bachelors Degree
6	Full Bachelors Degree
7	Masters Degree

## Award, Certificate, Diploma?

As well as a level, each qualification is referred to as either an Award, a Certificate or a Diploma. This preface indicates the depth, and length of time to complete the qualification, with award being the shortest and diploma the longest.

 = Award       = Certificate       = Diploma

Our Holborn based training venue, see map above



# Level 2 Qualifications in Team Leadership – via e-learning

Qualify without taking time away from the office



Taking time out of the office to gain a qualification can be difficult so we now offer a fully accredited Chartered Management Institute Level 2 Award in Team Leadership entirely via e-learning – no classroom learning or time away from your team required!

## How does it work?

In order to receive the award you will complete an e-learning module from a choice of topics, followed by a single written assessment. The modules will be delivered to your inbox along with a workbook.

## What will I get out of it?

Whilst undertaking the modules you will become a student member of the CMI. This will allow you to supplement your learning with additional resources from their extensive management library. On successful completion of the assessment you will receive the Level 2 Award in Team Leadership from the CMI.

## The modules:

### Team Communication

You'll learn techniques to get your point of view across in the best way possible, ensuring that your team and those around you in the business stay well-briefed, informed and motivated.

### Managing Performance

Complete this module to explore practical techniques and skills for improving performance, in the context of the challenges you face in your own workplace. You'll learn how to plan effectively, provide motivating feedback and present your ideas.

### Developing People

This topic examines ways to induct new starters, how to analyse training needs within your team, and how to effectively plan development to get the most from your people.

### Customer Relations

You'll cover best practice for dealing with complaints and resolving issues, and how to communicate with customers effectively. You'll also explore how complaints can be opportunities to show just how much you can do.

### Personal Effectiveness

This module is about how to develop your own personal skills as a team leader. It looks at adopting and adapting a management style specific to you, encouraging trust and innovation in your team, and motivating both yourself and others.

Complete any three modules and you will be eligible for a Level 2 Certificate in Team Leadership.

## Cost

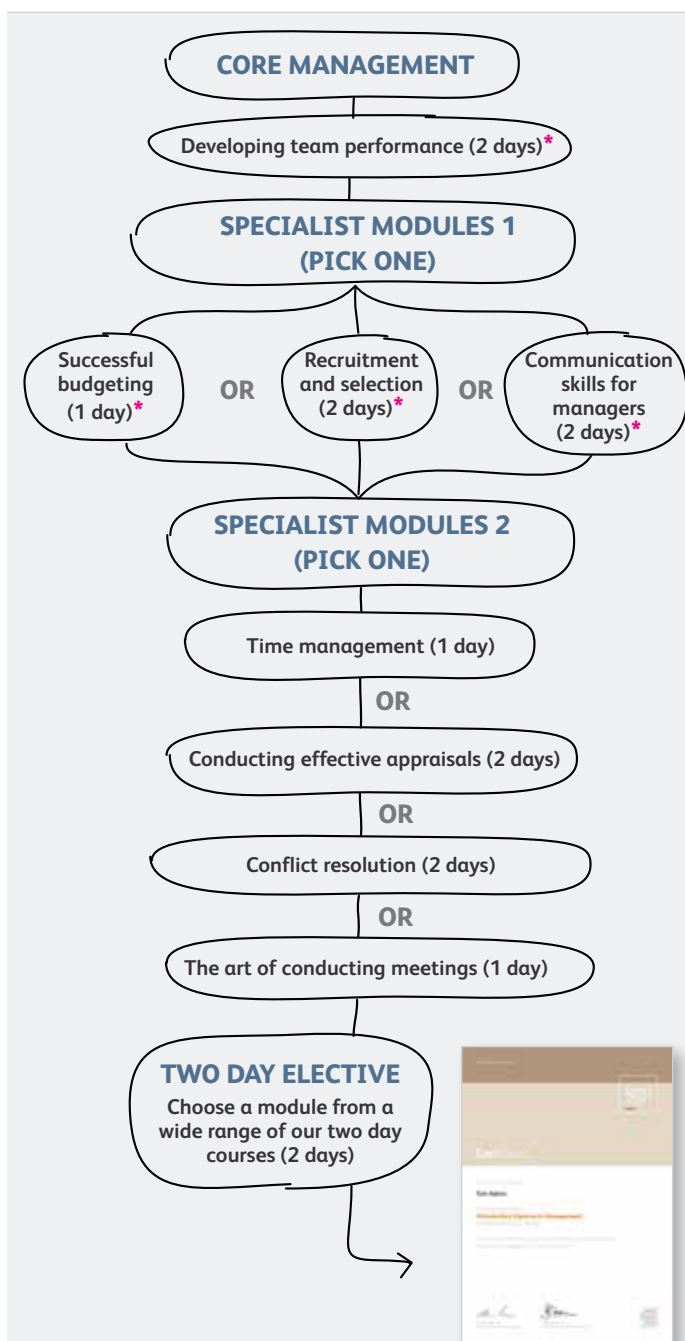
£249 + VAT (per module) **OR**  
£699 + VAT (for three modules)  
Qualification must be completed within one year of registration

Accredited by the Chartered  
Management Institute



# Level 3 Qualifications in First Line Management

CMI accredited qualification for supervisors and new managers



## Who is it for?

The Level 3 Certificate in First Line Management is designed for existing or aspiring supervisors and line managers who wish to develop their understanding of management practices and build a set of management skills.

## Choose this qualification to:

- Start your management career with confidence
  - Pick up the skills you need to deal with new responsibilities
  - Prove your management credentials to both yourself and others
  - Benchmark your style against recognised best practice
- Establish a network with other new managers

## Assessed modules:

### Developing team performance\*

Learn to lead, encourage, cajole and demand performances from your team with this two day course. Leave with a structured approach to manage performance at any level with confidence.

### Successful budgeting\*

Prepare, review and use budgets more effectively with this one day master-class. Eradicate errors and present your budget reports with confidence.

### Recruitment & selection\*

Learn how to attract and retain the best individuals for your organisation. With 50 years experience in the recruitment industry let Reed help you to grow your organisation.

### Communication skills for managers\*

Tips and tricks specifically for managers. This course covers how to communicate from a position of authority, handling difficult team members and learning to get your message across under pressure.

**\*You can achieve a Level 3 Award in First Line Management by completing a written assessment after any course marked with an asterisk**

## Duration & cost

7 Days, £2,650 + VAT

## Location

All modules are delivered approximately once every month in London, with some available at other UK venues

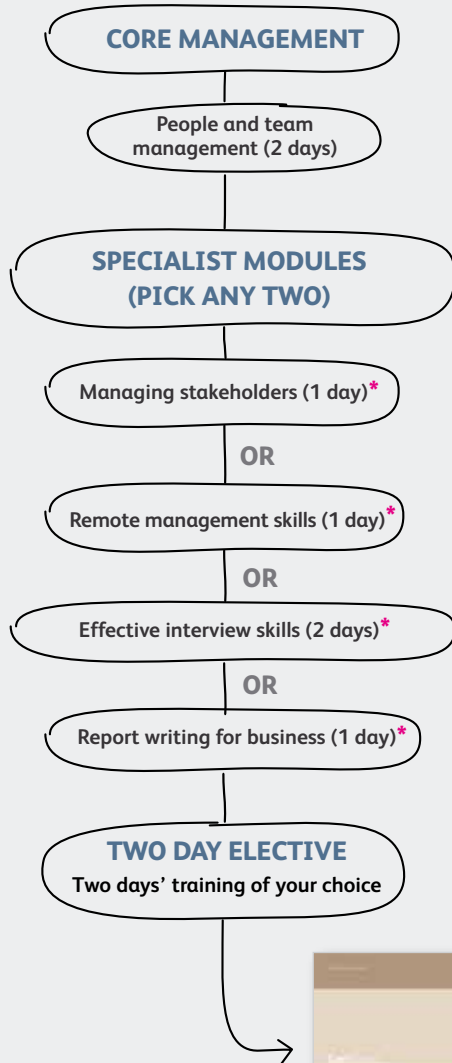
Accredited by the Chartered  
Management Institute



**“Very enjoyable and informative, gave me many tools to use immediately.”**  
Denise Evans, Viasat Broadcasting UK Ltd

# Level 4 Qualifications in Management

CMI accredited qualification for supervisors and new managers



## Who is it for?

The Level 4 Certificate in Management is a modular qualification aimed at managers looking to build on their existing experience and competencies. It provides a wide array of the skills necessary to ensure you can build and manage high-performing teams, and provides a recognised qualification to demonstrate your learning.

## Choose this qualification to:

- Consolidate your experience as a manager and validate your skills
- Perfect the techniques you'll need through-out your managerial career
- Prove your management ability and ambition to yourself and your employer
- Benchmark your style against recognised best practice
- Establish a network with other future leaders

## The modules:

### People and team management

Simply everything you need to know about driving the performance of individuals and teams, including: effective feedback, appraisal structure and an introduction to coaching.

### Managing stakeholders\*

Identify the individuals that are essential to your success and learn how to deal with them. Tailor your communication style to each individual and develop your powers of persuasion and influence.

### Remote management\*

Learn how to make a long-distance relationship work. Overcome the barriers to communication and motivation that physical separation can cause.

### Report writing for business\*

Produce professional and persuasive reports and business documents every time. You'll learn how to convey your message in a precise and concise manner.

### Effective interviewing skills\*

Recruit the right people for your team. A set of techniques to help you better manage recruitment through effective profiling and interviewing.

**\*You can achieve a Level 4 Award in Management by completing a written assessment after any course marked with an asterisk**

## Duration & cost

6 or 7 days (including elective) £2,995 + VAT

## Location

All modules are delivered approximately once every month in London, with some available at other UK venues

Accredited by the Chartered  
Management Institute



**"I am very impressed with this qualification. I feel more confident going back to work and using what we studied." Steve Harland, Rugby Football Union**

# Level 5 Qualifications in Management & Leadership

CMI accredited qualification for practising middle managers



## Who is it for?

The Level 5 Certificate in Management & Leadership is designed for practising middle managers who wish to develop their core management capabilities and competencies in specialist areas.

## Choose this qualification to:

- Benchmark your managerial skills and prepare for leadership
- Pick up the skills you need to deal with new responsibilities
- Learn how to manage and lead at a higher level
- Demonstrate your leadership ambition to yourself and your employer
- Establish a network with other future leaders

## The modules:

### Management excellence

For experienced managers looking to make the step from middle-management to leadership this course will give you an overview of the skills needed to motivate and inspire at the top level.

### Managing successful projects\*

A comprehensive overview of project management that will allow you to deliver objectives on time and within budget. You'll learn techniques to apply to projects of any size and scope.

### Strategic marketing planning\*

Learn to plan, implement, execute and audit your desired marketing strategy and give yourself a thorough understanding of every element in the marketing mix.

### Managing difficult people\*

Turn your unproductive, uncooperative, passive or aggressive team members into functioning individuals with our expert tips and techniques. A key skill for any future leader.

### Finance for non-financial managers\*

Take the fear out of finance! The essentials for any manager who needs to understand accounts and reports, gain control of their P&L and appraise their resource use.

**\*You can achieve a Level 5 Award in Management & Leadership by completing a written assessment after any course marked with an asterisk**

#### Duration & cost

8 days (including elective) £3,450 + VAT

#### Location

All modules are delivered approximately once every month in London, with some available at other UK venues

Accredited by the Chartered  
Management Institute



**"I feel very encouraged to go back to my office feeling more confident and able to approach problems and issues with more thought and preparation." Karen Childerstone, PCF Leasing Ltd**

# Coaching Qualifications

CMI accredited qualifications for anyone who needs to coach their team or become a professional coach

## LEVEL 5 AWARD IN COACHING AND MENTORING

### Who is it for?

Managers who wish to learn best practice in coaching and use a range of coaching techniques to get the best from their staff and promote an organisation-wide coaching culture.

### What is it about?

A common dilemma of managers is that they can usually only achieve their own objectives by relying on those who work for them. This qualification will demonstrate how coaching is an immensely valuable tool for ensuring the individuals in your team both meet and exceed the goals you set for them.

### Choose this qualification to:

- Improve your team's performance and obtain better results through people
- Increase motivation throughout your team
- Gain the ability to overcome the obstacles that stand in the way of individual, team and organisational success
- Establish a coaching programme in your organisation
- Gain a CMI qualification, based on a written assessment to be submitted after the course (approx. 3,000 words)

### Qualification overview

- Attributes of an effective coach
- The Coaching Cycle
- Creating a coaching plan aligned to business goals
- Ethical and cross-cultural issues in coaching
- Establishing a coaching culture in your organisation
- Evaluating the outcomes of coaching for further development
- Understanding learning styles, and how to adapt yours
- Building relationships and establishing a partnership for coaching
- Identifying and dealing with limiting beliefs
- Effective listening and questioning skills
- Delivering a behavioural coaching session

## REED LEARNING ALSO OFFERS ON-SITE COACHING SERVICES:

- We offer a wide range of coaching services including face-to-face or telephone coaching, one-to-one or group sessions, technical skills coaching, and executive level programmes
- With access to one of the largest professional coaching pools in the UK we can match your needs precisely
- Our experience in learning and development consultancy will ensure that we find the best solution for your requirements

Face-to-face programmes are available from as little as £500 per session, or from £250 per hour. Telephone and group sessions are also available. To talk to us about coaching in your organisation please call us on **0800 170 7777** or **020 7520 6600**.

**"Learned a lot – feel more knowledgeable and skilled than when I arrived, and motivated to put it into practice." Head of Staff Development, University of Bath**

**Level 5 Award** 2 Days, £949 + VAT  
**Location** London

Accredited by the Chartered  
Management Institute



# Level 7 Post Graduate Certificate in International Business

## Learners benefit from:

- Five full MBA modules – a significant step on the MBA ladder
- Flexible study for those working full-time
- Over 50 hours tuition from hand-picked specialists

## Who is it for?

This qualification is suitable for managers looking to expand their knowledge across all areas of international business and management. Ambitious individuals will find the qualification's blend of technical knowledge, practical expertise and strategic insight invaluable.

## What is it about?

The Certificate in International Business delivers a unique mix of practical business skills and academic theory. This wide-ranging and reputable qualification will provide you with the strategic and technical acumen to ensure that you meet and exceed your personal and business objectives. Royal Holloway's strength in international business research means that you will gain a global perspective on how to successfully manage your business.

At the end of the programme, you'll be equipped with the technical and leadership skills to drive improvements in your organisation, along with a leading postgraduate qualification.

## What will I get out of it?

- A Post-Graduate Certificate in International Business - equivalent to approximately one third of a full MBA. This qualification can be fully accredited toward further study of either an MSc or an MBA
- Techniques to set new standards in your organisation and gain the confidence and expertise to implement change
- A truly international perspective on business techniques
- Over 50 hours of face-to-face training
- Ongoing discussion and support with other managers and tutors through the Virtual Learning Environment
- An extensive array of reading and reference material containing up-to-the-minute information on all aspects of management
- A complete overview of best practice in management that will provide extensive return on investment for both you and your organisation



## Course overview

This modular programme is structured to be completed over a period of 18 months, with a written assignment and an exam to be completed following each module. One face-to-face two day session take place approximately every 3-4 months, and is fully supported with self-study via extensive reading materials, custom exercises and a ground breaking Virtual Learning Environment.

### Module 1: International Accounting and Finance

This module develops your understanding of Accounting and Finance by showing both the differences between the two as well as their scope and limitations.

### Module 2: International Human Resource Management and Organisational Behaviour

Covers the key principles and analytical frameworks and gives a comprehensive account of the nature of work within the modern corporation.

### Module 3: Information Systems and Operations Management

This course will introduce students to some of the main topics in the important field of operations management - the activities which produce the goods and/or deliver the services required by customers.

### Module 4: International Marketing

Globalisation is making the world a global market place - one that this module will provide you with the tools to exploit.

### Module 5: International Strategy

Strategic management is concerned with the process by which management plans and co-ordinates the use of business resources, with the general objective of securing or maintaining a competitive advantage.



#### Duration & cost

10 Days, £4,250 + VAT

#### Location

Enrolment dates are offered at specific points in the year. Contact us on 0800 170 7777 for further details on the next intake of students. All courses are delivered at Reed's Learning's training centre in Holborn.

Developed and delivered in partnership with Royal Holloway, University of London



# In-house Qualification Programmes

## Tailored qualifications delivered in-house

Through our relationships with the CMI and RHUL we can offer a number of tailored options. These include:

### Running any of the programmes in this brochure for multiple managers in your organisation

- Modules delivered onsite or at a venue of your choice
- The option to select from our expert tutors to match your learners' needs
- Tailored materials to make learning more relevant to your organisation
- On-going support from our programme co-ordinators to assist with assessment materials and provide a direct line to the awarding body

### Tailoring any of the programmes outlined in this brochure

- Adaptation, replacement and redesign of modules to align with your organisation's values, competencies or culture
- Re-structuring of the programme to meet specific time-scales
- Scheduling and event management throughout the programme
- Online support and additional blended learning materials

### Bespoke programme design

- Starting from scratch to develop an accredited programme for any or multiple levels of management
- Full alignment with your organisation's values, competencies or culture
- Accreditation for your managers from Level 2 awards through to MBA qualifications
- Dedicated programme management including: scheduling, event management, reporting, assessment and analysis

### How does it work?

Our expert learning consultants can help outline the right level and scope of programme for you and will ensure the smooth running of any qualifications you undertake. For bespoke programme design we operate a robust process of review and redesign that allows for maximum impact and improvement for future programmes.

At the end of the programme, delegates will be equipped with the technical and leadership skills to drive improvements in your organisation, along with a leading qualification.



## CASE STUDY: SKY

Reed Learning worked in partnership with Sky to develop two levels of programme accredited by the Chartered Management Institute, one at Level 3 (Certificate) and one at Level 4 (Diploma).

Modules were tailored to align with Sky's culture, attributes, values and language and then mapped to CMI accredited qualifications. The approach allowed managers to undertake training specifically relevant to their roles whilst still achieving the criteria to gain a nationally recognised qualification.

The Certificate programme consists of four workshops delivered by Reed Learning and the Diploma programme is made of six workshops. These are blended with e-learning and online knowledge forums.

Approximately 200 managers started the programmes in 2009, with a further 200 scheduled to undertake the training in 2010.

*"As an innovative organisation we were looking for a partner that matched. Reed Learning's creativity and trustworthiness appealed to us most and we have not been disappointed. We have formed a close working relationship with our Account Director who is always available to help provide solutions for our business."*

**Kenneth Henderson, Head of Talent Development Operations**

**To speak to our consultants about adapting or creating a management qualification programme for your organisation please contact us on 020 7520 6600 or email [more.info@reed.co.uk](mailto:more.info@reed.co.uk)**

# Chartered Manager

The fast-track route to gain Chartered Manager Status from the Chartered Management Institute

## Who is it for?

Whatever sector you are working in you can embark on the Chartership process. To gain Chartered Manager you must hold a degree level qualification in a management discipline or be able to demonstrate the practical application of your management experience over a period of five years.

## What is it about?

Just as a qualification can reflect an individual's academic ability within the field of management, Chartership recognises the application of an individual's skills and competencies through an evaluation of professional practice. Chartered Manager is viewed by many employers as a mark of quality assurance and a standard of best practice.

Our Professional Discussion route offers a fast, efficient and personalised path to gaining the Chartered Manager award. An advisor will complete an on-site interview and help you to compose your submission as part of the assessment process.

## Choose this award to:

- Transform your career
  - Benchmark your management skills across organisations and industry sectors
  - Gain recognition of your ability to make a difference and prove that you work to the highest management standards
  - Translate your experience into something employers understand
  - Increase confidence in your ability and personal strengths
- Transform the way you work
  - Understand yourself and the way you work
  - Motivate yourself to make a difference through effectively leading people and managing change
  - Raise your profile within your organisation by exhibiting the real and significant impact that you have made in your organisation
- Transform your organisation
  - Commit to an ongoing development programme that develops and drives your managers ability
  - Demonstrate your organisation's commitment to management as a profession
  - Identify talent to support business and succession planning



## The structure:

There are three steps to progress through the award:

1. 360 assessment
2. CPD + Business Impact Submissions
3. Panel interview

### 360 assessment

Completed online, the Chartered Manager Assessment Questionnaire evaluates your day-to-day management performance through the completion of a self-assessed and peer group assessed questionnaire.

### Continuous Professional Development

Through this submission you will be prompted to provide a sequential account of your managerial development over the past 12-18 months, starting with learning objectives and leading to what you learned and how you applied it in the workplace.

### Business Impact

Demonstrating the significant difference you have made to your organisation through your own work and the measurable impact it has achieved.

### Panel Interview

A 45-minute interview to explore your Business Impact submission and explain how your management skills have made a significant difference to your organisation.

#### Cost

£1,200 + VAT

#### Duration

The Chartered Manager programme normally takes 4-6 months to complete

Accredited by the Chartered  
Management Institute



**"86% of Chartered Managers agreed Chartered status has helped them develop in their career."**  
CMI survey, 2010

REED  
LEARNING



 [WWW.REEDLEARNING.CO.UK/QUALS](http://WWW.REEDLEARNING.CO.UK/QUALS)

 0800 170 7777

 [MORE.INFO@REED.CO.UK](mailto:MORE.INFO@REED.CO.UK)

## THE GREEN LEARNING ORGANISATION



Mixed Sources  
Product group from well-managed  
forests and other controlled sources  
[www.fsc.org](http://www.fsc.org) Cert no. SBR-COC-002948  
© 1996 Forest Stewardship Council

