



CAKE

PEOPLE DEVELOPMENT

Leading The Way

CAKE People Development
Executive Leadership &
Management Programme

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I wasn't sure what to expect but I want to thank the **CAKE** team for putting together a fabulous, cutting-edge, insightful and enormously valuable programme. I found it hugely rewarding and inspiring. It's the perfect setting for learning and after each session I was motivated to go out and really make a difference. The journey has resulted in a very successful career change for me which is absolutely brilliant, thank you.

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Karen Smith, Director at Scion Performance Management

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What are the benefits of a professional qualification with CMI?

Investing in your future with professional qualifications takes time and dedication but the results are worth the effort.

You'll be more marketable

A professional qualification speaks volumes to prospective employers, giving you the advantage when looking for your next career move. It's recognition of your skills, ambition and commitment that could make all the difference. **85%** of managers say their qualification helped them make lasting changes to the way they manage and lead.

You'll earn more money

Research proves that those with a professional qualification and membership of a professional body stand to earn an additional **£152,000** during their career – being able to prove your commitment to being a better manager opens the doors to career progression. **89%** of managers say the benefits gained from their qualification outweigh the time, money and effort invested in it.

You'll perform better

A professional qualification will not only hone your current skills and practices, but equip you with a range of new ones, giving you the professional tools to be the best you can within your chosen field. **90%** of managers surveyed by CMI say their management qualification improved their performance at work.

CMI Level 7 Certificate in Strategic Management and Leadership

Our **CMI Level 7 Certificate in Strategic Management and Leadership** presents broad knowledge of effective management skills while focusing on the specific management areas appropriate to you and your organisation.

Do you want to inspire others?

Designed for senior managers and directors, our CMI Level 7 programme has been created for leaders to aid strategic thinking, inspire their teams and prepare them for the next level of their development.

From understanding your own leadership style and organisational culture, to identifying the strategic direction for you and your organisation, our programme focuses on the role of a strategic leader.

We provide the opportunity to work and learn alongside the leaders of other like-minded businesses, from exchanging valuable ideas and sharing best practice to defining the differences between strategic and operational leadership in real life situations.

Feedback and guidance is provided at every opportunity to increase your self awareness, reflect on performance and growth, and methods of applying your learning back to your organisation in your current role.

What is involved?

The programme begins with a two day foundation session and an overview of the programme, assignment guidance, an introduction to the CMI and study resources available.

Attendance at a further three, two-day residential modules follows which are then spread over an eight month period.

Tailored one-to-one coaching sessions using high-quality diagnostics will help inform your development planning.

Once you have successfully completed the programme and two work-based learning assignments you will be awarded with the prestigious CMI Level 7 qualification.



Developed for senior managers who have the responsibility to translate organisational strategy into effective performance, this qualification requires the manager to focus on the requirements of implementing the organisation's strategy.

What will I learn?

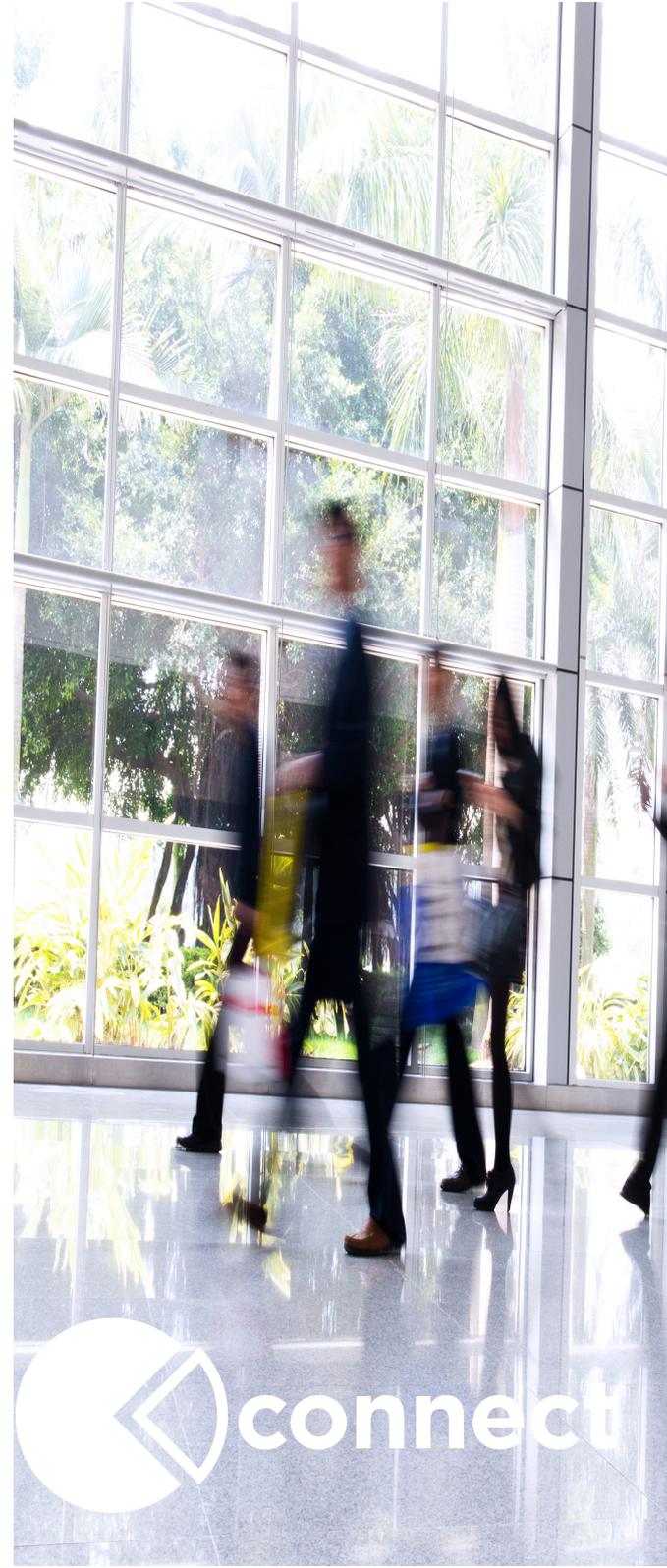
By the end of the programme you will be able to:

- Identify the key elements of the leader's role with respect to people, products and profit.
- Recognise the impact of your leadership style on your organisation.
- Produce and present a statement describing the purpose and vision of your organisation.
- Define the differences between strategic and operational leadership.

What is in it for me?

This Certificate will build on the management skills and knowledge you already have.

It will give you a greater understanding of the various roles and responsibilities involved in strategic management and through focusing on specific areas of management, we'll tailor your qualification to suit your professional needs.





This residential course is held at Hockwold Hall in Brandon, Norfolk. Overnight accommodation and dinner is included for the first night of each module.

The historic buildings, beautiful gardens and quiet country charm of Hockwold Hall provide the perfect backdrop for our unique learning experience.

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I found the programme hugely beneficial. The setting lends itself perfectly to allow you the time and space to really examine the theories and concepts around strategy with the opportunity to work alongside other directors and leaders. It gave me the opportunity to consider my approach and our organisation's strategic direction. The time between the modules allowed me to apply the learning back to my team, empowering them and enabling me to take that step away from the day-to-day operations. I wouldn't hesitate to recommend the programme. It has had a significant positive impact in our business.

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Neal Collishaw, Operations Director at Worldwide Fruit

The Modules

Module 1: Programme Introduction and Strategic Leadership

- Programme overview
- CMI requirements
- Leadership – what it is and isn't.
- Analysing where your energy and focus is
- Strategy vs. Operation
- Leading with emotional intelligence
- Key strategic tools
- Creating your mission and vision
- Culture and values – the leaders role
- Creating your development plan
- Assignment briefing and preparation

Module 2: Developing a Strategic Plan

- Strategic purpose
- Thinking strategically
- Strategic planning process
- Strategic options
- External analysis
- Internal analysis
- Financial aspects of a strategic plan

Module 3: Leading the Team

- Building a high performing team
- Team development
- Performance management
- Coaching and developing a team
- Employee engagement
- Collaboration
- Action learning

Module 4: Turning Strategy into Action

- Leading change
- Dealing with resistance to change
- Communicating the strategy
- Performance measures
- Balanced scorecard approach
- Developing the Implementation Action Plan



CAKE provides memorable, effective learning solutions that improve individual and organisational performance.

About CAKE

At **CAKE**, we believe that developing people should be the essential ingredient at the heart of every organisation.

We specialise in providing the right mix of coaching, mentoring, leadership and management development solutions. We help organisations develop and deliver their learning and development strategies, through our innovative, blended learning approach, and inspire individuals to reach their full potential.

Our **CAKE** team are highly experienced learning and development professionals with a passion and commitment to making a difference, whether at an individual, team or organisational level and we pride ourselves on our reputation and business relationships.

As a result of our reputation, **CAKE** has built a broad client portfolio across all business sectors and we work regularly in partnership with clients both in the UK and internationally.

Take the next step

To discuss how we can help you or your organisation, or to arrange a complimentary strategic leadership session, call 01603 733006 or email slice@cakepd.co.uk.



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I did not expect to learn many new tricks. I was wrong. From the outset the course provided not only space and time to think away from the day job – the Hockwold setting is perfect for this – but the cross section of other executives and the ensuing discussions and debates were very powerful. I am much better personally and professionally for the experience and I thoroughly endorse it.

Phil Haslam, Chief Executive Officer, Eastern Inshore Fisheries & Conservation Authority

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As a delegate of our Executive Leadership and Management Programme, you automatically become part of on-line network. CAKEconnect gives you access to our learning community, enabling you to forge connections across professions, occupations and industries, and to continue your learning pathway; accessing many resources, participating in interesting debates and receiving invitations to regular networking events and seminars.

"The course was presented in a very informal environment and was extremely well paced, allowing ample time to discuss and expand upon each module.

The programme varied in content and structure. I personally met, if not exceeded, my expectations on this course and having maintained contact with my fellow participants know that they feel the same way.

I would therefore have no hesitation in recommending this course, for anyone who had the same business needs as I did. **5 stars.**"

**Colin Perry, Finance
Director, Direct Table Foods
Ltd**

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