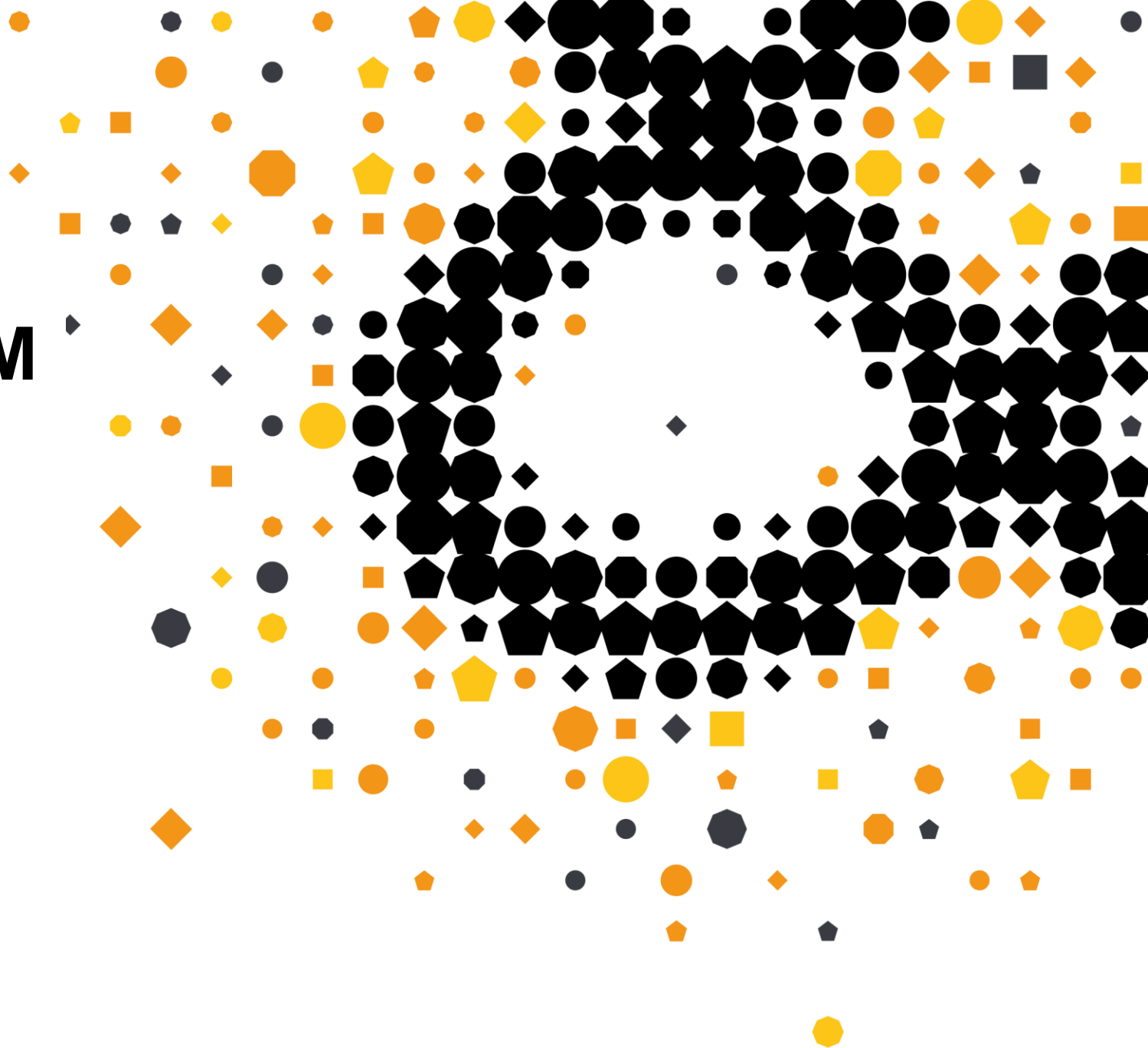
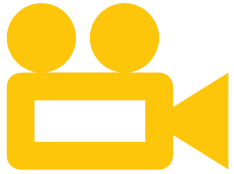


# Getting more from ILM qualifications and apprenticeships

26 January 2022

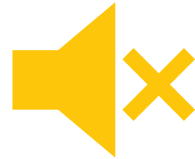


# Housekeeping



## This session is being recorded

The session is being recorded, which will be sent to all attendees after the webinar.



## Everyone is on mute

Everyone is on mute



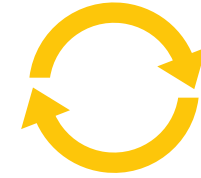
## Questions

Please add your questions into the question function on the control panel. We will endeavour to answer all questions.



## Slides

The slides will be sent to all attendees alongside the recording after the webinar



## If the session cuts off

Please use the original webinar link to gain access back into the session. To join over the telephone, select "Phone Call" in the Audio pane and the dial-in information will be displayed

# Agenda – getting more from ILM qualifications and apprenticeships

- 1) Getting started
- 2) Maximising learner experience throughout the programme
- 3) Certification
- 4) Advocating life-long learning



# Today's Speakers



**Karen Egan**  
ILM Technical Advisor



**Jill Hansen**  
ILM Technical Advisor



**Anna Sheard**  
ILM Strategic Commercial Manager



**Gaynor Lewis**  
Director of Strategic Partnerships,  
The Institute of Leadership & Management

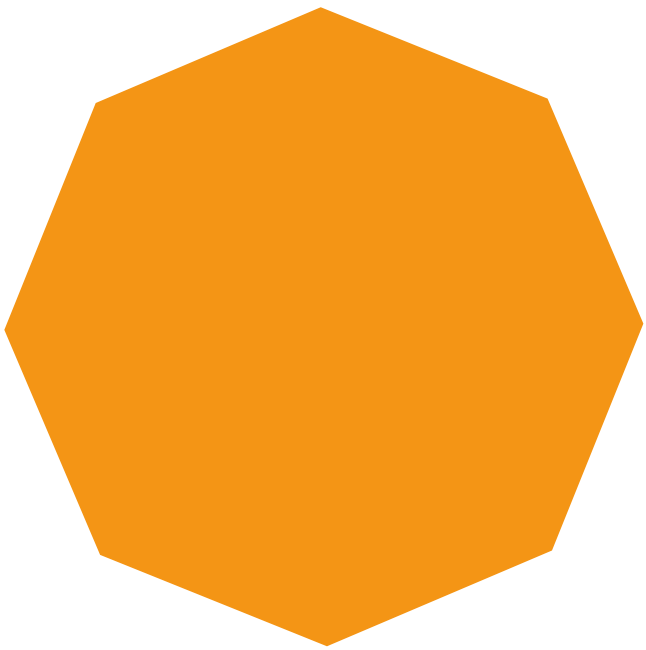


**Sharon Mott**  
Training Services Manager,  
University of South Wales



**Sarah Loud**  
Business Relations and Events  
Officer, EMCC UK





# Getting started



Our unique portfolio is solely focused on helping people **into a job, on the job, and into the next job**

# City&Guilds Group

## Technical training

**intertrain**

Railway training and assessment

**Gen2**

Training specialist in engineering and technology

**kineo**

Elearning, compliance training and learning technology

**The Oxford Group**

Leadership development, training and executive coaching

## Assessment & credentialing

**City Guilds**

Vocational assessment and accreditation

**ilm**

Leadership and management assessment and accreditation

# Our charitable purpose underpins and amplifies **the impact we help our customers deliver**



Social projects that increase employment prospects and earnings potential



155 organisations have achieved our Princess Royal Training Award standard of excellence



500 City & Guilds Fellows acting as ambassadors for skills development and the work of the Group

## Our social investments

- £1.25m to fund 14 social projects to transform lives and communities worldwide through skills development
- Over £200k awarded in bursaries each year. ~50% of recipients are long-term unemployed. ~ 90% employed on completing qualifications

## Awards and recognition

- Annual Princess Royal Training Award recognises and promotes the impact of outstanding training and L&D on UK organisations and their people
- Fellowships awarded to eminent professionals who have influenced skills and education in their specialist field



Knowledge, skills and assessment  
expertise

Research, knowledge and  
professional membership

Wealth of  
expertise

Learning  
content and  
platforms

Charity status

**Together we're championing the leadership and management agenda**



## Getting started: the value of achieving a qualification or apprenticeship



**Internationally recognised programmes:** lifelong currency



**Regulated:** benchmarking skills and knowledge



**Credit bearing:** recognised prior learning



**A rigorous programme of learning** that demonstrates:

- ✓ Depth of knowledge
- ✓ Competency across the breadth of leadership, management, coaching, mentoring and enterprise
- ✓ Work-based learning



# Sign up to receive ILM email updates

- ILM quarterly updates and webinar
- Latest news from your industry
- Thought leadership reports, events and podcasts
- Webinars and industry events
- Timely updates on qualifications and apprenticeships
- Centre administration, pricing and operational updates
- Quality assurance and policy developments

<https://www.i-l-m.com/trainers-and-centres/email-updates>

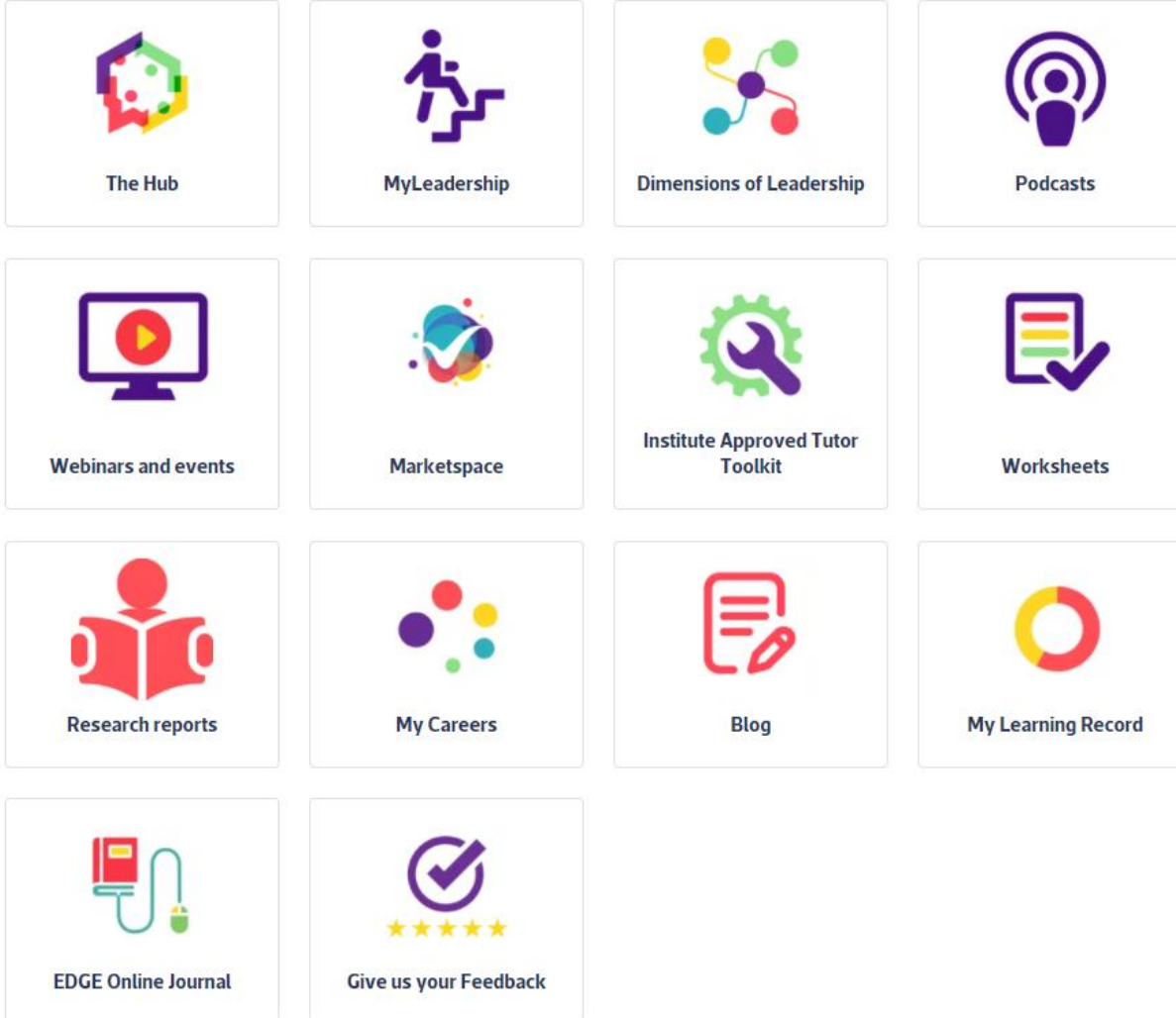


Maximising learner experience  
throughout the programme



# Studying membership with The Institute of Leadership & Management

## Included in your account



- All tutors in ILM centres and learners on ILM qualifications or EPA are eligible
- Make sure you enter learners' email addresses in Walled Garden at point of registration

## MAXIMISE THE BENEFITS OF STUDYING MEMBERSHIP

January 2022



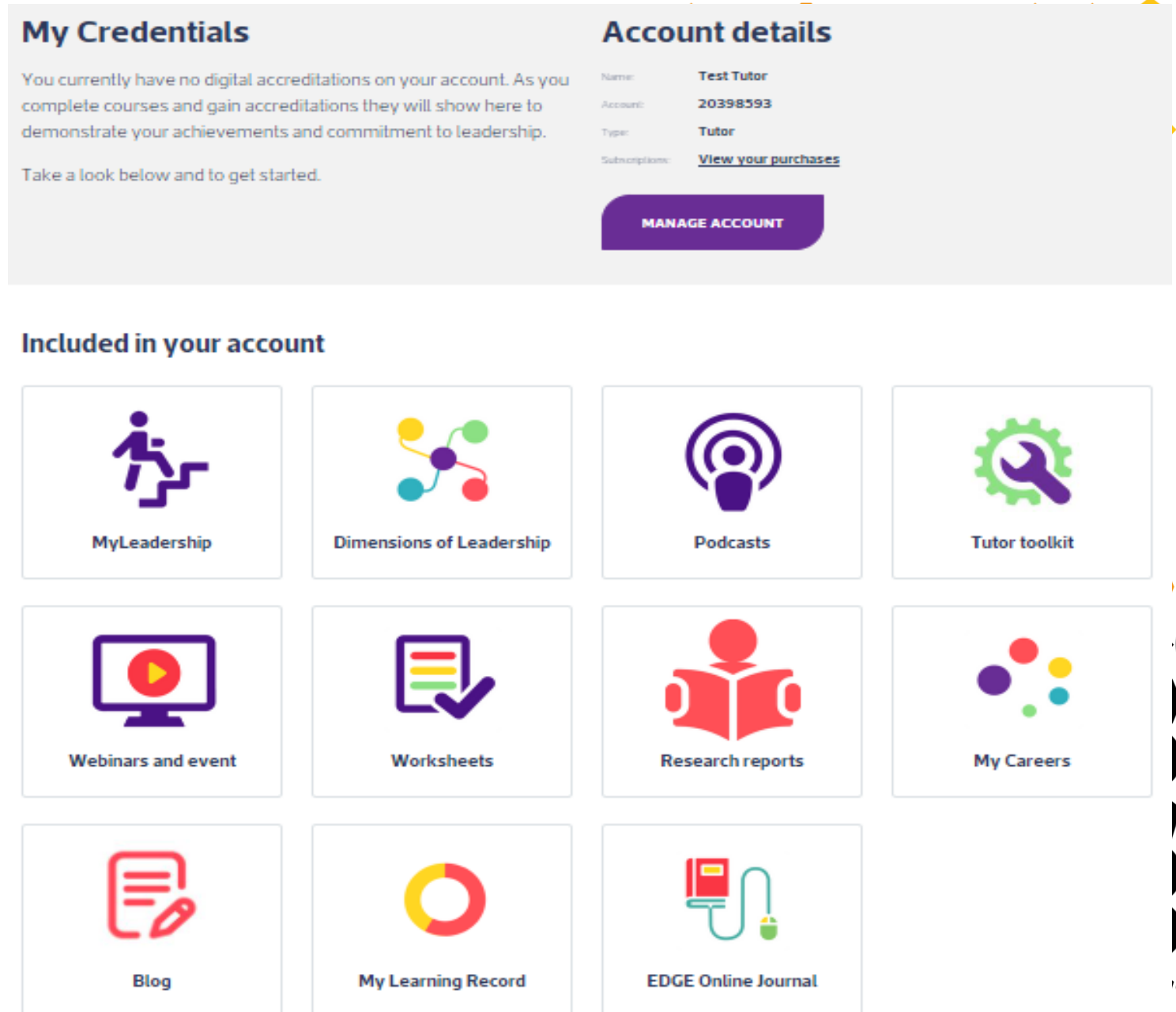
# TUTOR & LEARNER RESOURCES

Your account homepage gives you access to a wide range of resources:

**MyLeadership:**  
49 online topics

**MyCareers:**  
Support your career progression

**Webinar series:**  
For Members/Studying members only



**My Credentials**

You currently have no digital accreditations on your account. As you complete courses and gain accreditations they will show here to demonstrate your achievements and commitment to leadership.












Take a look below and to get started.

**Account details**

Name: **Test Tutor**  
Account: **20398593**  
Type: **Tutor**  
Subscriptions: [View your purchases](#)

**MANAGE ACCOUNT**

**Included in your account**

-   
MyLeadership
-   
Dimensions of Leadership
-   
Podcasts
-   
Tutor toolkit
-   
Webinars and event
-   
Worksheets
-   
Research reports
-   
My Careers
-   
Blog
-   
My Learning Record
-   
EDGE Online Journal

# TUTOR TOOLKIT

Tutor Toolkit | The Institute of Leadership & Mgt

https://www.institutelm.com/member-homepage/tutor-toolkit.html

## TUTOR TOOLKIT.

Find all the resources you need to support your learners throughout their leadership learning programme.

16 Shares

Twitter LinkedIn Email Facebook Messenger

Homepage > Member Homepage > Tutor Toolkit

### Free Studying Membership

For a limited period of time all students who sign up to an ILM approved course get free membership to The Institute of Leadership & Management, which will support them through their learning programme and beyond.

This postcard reminds your students to activate their membership, so they can access to our expertly curated resources, our flagship e-learning tool, webinars and events, EDGE Journal and much more!

**ORDER ACTIVATION POSTCARDS NOW**

Type here to search

08:53 16/06/2021

# HOW TO ACTIVATE - 2 ROUTES:

## A. WE HAVE YOUR EMAIL

1. We send you an email

Activate your studying membership.

Hi Sam Montoya,

Welcome to your 12 months studying membership with The Institute of Leadership & Management.

Simply set your password to activate your account.

Your password should be at least **8 characters and include a capital letter and number.**

By activating your account, you agree to our [Terms & Conditions](#).

Set password

2. Set up a password to activate



3. Explore membership benefits



### MyLeadership Development

Test your capability against the 49 components of leadership. Find out if you meet the standard.

[Go to MyLeadership](#)



### Learning Resources

Check out our Dimensions of Leadership - the core of our leadership thinking - to build your knowledge and guide your learning.

[Find out more](#)



### EDGE Online Journal

Keep up to date on current leadership issues with EDGE online, our leading, quarterly journal. Access all issues.

[Visit EDGE Online](#)

Learn More. Go Further.



# ACTIVATION.

## B. WE DON'T HAVE YOUR EMAIL

1. Navigate to What we do/Membership – ILM Student or Tutor

2. Then add your enrolment number, surname and email

www.institutelm - Bing | ILM Student Membership | The Institute of Leadership & Management

OUR CLIENTS ▾ WHAT WE DO ▾ MARKETSPACE WHAT'S ON ▾ LEARNING ▾ JOIN US ▾ THE HUB ▾

SEARCH LOGIN

What We Do

Leadership Development

Membership ▾

Individual membership

Group Membership

Armed Forces membership

ILM students and learners

ILM Tutors

Programme Accreditation

Bite-size online courses

Coaching

Research

**ILM STUDENT ACTIVATION.**

You are entitled to FREE studying if registered onto an ILM qualification your membership and access a we complete the form below.

Homepage > What we do > Membership > ILM students and learners

https://www.institutelm.com/what-we-do/membership/student-activation.html

Type here to search

07:28 25/01/2022

### Activate your student membership now

If you **have not received an email** from us, then please complete the form below.

Enrolment Number \*

Surname \*

Email \*

**You're In!**

# UPGRADE TO PROFESSIONAL MEMBERSHIP

## PREFERENTIAL RATE FOR LEARNERS

Once the complimentary membership has expired learners are offered 1-year preferential membership for **£100 (normally £150)**

Benefits to professional membership are:

- Professional recognition with the use of prestigious **postnominal letters** after your name
- **Digital credentials** to share with your network
- Access to **CPD resources & MyCareers** to support you beyond your qualification success
- **Printed edition of EDGE** journal delivered each quarter

Comms will be sent to learners to encourage them to upgrade, one year after their activation date – to obtain the appropriate membership grade according to your **ILM qualification level**

## Be recognised. Get your professional membership.

Congratulations for completing your study programme. Now gain further reward and recognition for your hard work...

Join now for the special price of just **£100** — That's full access to support and development for less than **£2** per week.



### Why Join?

Becoming a professional member of The Institute of Leadership & Management means you're recognised as someone who takes leadership seriously. Stay current by accessing the wealth of support outlined below, plus much more.

**MyLeadership** — our flagship learning tool  
With carefully built and curated expert resources

**Prestigious post-nominal letters**  
Confirming your commitment to continuous development

**Join a community of over 30,000 leaders**  
Network with like-minded people at our events

**Our exclusive quarterly journal 'Edge'**  
Keeping you informed of current research and best practice

Join now by emailing [membership@institutelm.com](mailto:membership@institutelm.com)  
or by calling **01543 266886**.  
Quote **STUDENT100** to  
receive membership for the  
special price of just **£100**.

(Usual price £150 and £175 for Fellows)

# MARKETING

## HOW ARE WE DOING?

2021 Membership survey results



**82% said their confidence had increased**



**79% said their team performance had improved**



**76% said their career had been boosted**



**88% said they were better equipped to deal with challenges**



**76% said their reputation had been enhanced**

## NEXT STEPS.

Tutor & Studying Members – join us on 15 February  
for our member only webinar: Networking

[membership@institutelm.com](mailto:membership@institutelm.com)

[gaynor.lewis@institutelm.com](mailto:gaynor.lewis@institutelm.com)

[www.institutelm.com](http://www.institutelm.com)

# Essentials, Spotlights and Worksheets

## Unit 8600 334 Understanding and developing relationships in the workplace

Identify and examine the needs and/or expectations of customers, colleagues, key stakeholders and relevant others in the workplace

Determine ways of meeting the needs and/or expectations of customers, colleagues, key stakeholders and relevant others in the workplace within organisational constraints

Explain the importance of knowing what customers, colleagues, key stakeholders and relevant others in the workplace require

Explain ways of checking that the needs and/or expectations of others have been met

**Leadership Essentials**  
No.43  
**Engaging Stakeholders**  
A collaborative leader takes a proactive approach to managing stakeholder interests and views

**Spotlight on Recognising Stakeholders**  
Our stakeholders are the groups of people who matter most to our business. They include those groups and individuals who have an interest in what we do, how we do it, and the impact that we can have as a business.  
EDF ENERGY

**The Stakeholder Concept**  
The stakeholder concept recognises how behaviours, intentions and interests can influence organisational decision-making processes and actions. The collaborative leader will proactively identify the right stakeholders in order to develop plans to manage interests and views which could impact on organisational policies, objectives and work projects.

**Who are your Stakeholders?**  
A stakeholder is anyone who has a 'stake' in a situation. It could be an individual, groups of people or an organisation. In organisational terms, these may be 'internal' (for example employees or management and 'external' such as customers, competitors, or suppliers. Larger organisations can have many involuntary stakeholders (those affected by the activities of the organisation or wider community). To work effectively with your stakeholders and gain understanding of their needs, expectations and priorities, you will need to recognise and understand the differences between them.

**Stakeholder Analysis**  
A key stakeholder may be involved in, can significantly influence or affect the success of plans or a project, and they can also be affected by its performance and outcome. Stakeholder analysis is a technique used to identify and assess the importance of key people, groups or organisations that may influence or impact on the success of your plans or activity. It is necessary to take account of their interests and it is a useful approach to carry out with the wider team depending on the scale of the issue. This approach helps you assess the risks posed by specific stakeholders that may 'back' or potentially support the organisation's strategic plan. This will help you to determine how you will work and engage with them.

<b>Influence</b> The power which stakeholders have over organisational plans/projects. They can control what decisions are made. Facilitate its implementation Exert influence that can have negative effects	<b>Importance</b> Priority you give to satisfying stakeholder needs and interest. May be unknown Little/no influence Some influence Moderate Significant Very influential
--	--

**Stakeholder Engagement: Recognising Stakeholders**  
One of The Institute's worksheets series, to help you improve your leadership skills and capability, making you a better leader.  
This worksheet, based on the Spotlight 'Recognising Stakeholders,' focuses on identifying stakeholders and reviewing your understanding of behaviours needed to influence their views and decision making.  
You should take approximately two hours to complete this worksheet and read the accompanying Spotlight.

**Stakeholder Concept**  
A Stakeholder is anyone that has a 'stake' in a specific activity. This may be an individual, a group, or an organisation. Complete the table below, providing an explanation for your choice of TRUE or FALSE:

	True or False	Why?
Only those who may be directly affected by an activity should be classed as stakeholders.		
You need to update your stakeholders as you move through the project lifecycle.		
You shouldn't just identify stakeholders, but also assess their level of interest and power.		
Stakeholders with low influence can be ignored, they probably aren't interested anyway.		

**Stakeholder Analysis**  
It is the task of the leader to manage stakeholders to create as much value as possible, but to do this you must first recognise who your stakeholders are and then analyse their needs. Outline below the tools and techniques that you could use for:

Recognising stakeholders	Analysing their needs
--------------------------	-----------------------



# Certification





# Advocating life-long learning







### Membership benefits

Preferential rates for individual accreditation

Discounted books from a variety of publishers

100% tax relief on membership

Coaching at Work

10% discount on Coaching At Work digital magazine subscription

Member Get Member scheme

oxygen™  
20% discount on insurance cover

### Access to...

- FREE webinars and supporting materials
- FREE mentoring programme
- Preferential rates to UK and global events
- Research papers
- Special interest groups
- Use of the EMCCUK logo


### Lots of resources supporting important topics such as:

- contracting and business
- supervision
- health and wellbeing
- Covid-19
- and many more

Friendly local networks across the UK with many virtual options

For more information  
on EMCC UK:

[i-l-m.com/learning-and-development/coaching-and-mentoring-qualifications/emcc-uk](https://i-l-m.com/learning-and-development/coaching-and-mentoring-qualifications/emcc-uk)



The screenshot shows the ILM website's navigation menu at the top, including links for Home, Working with ILM, Qualifications, Apprenticeships, Trainers and Centres, Recognition Services, Assessment & Resources, and News and Events. A search bar is located on the right. Below the navigation, a breadcrumb trail reads: Home > Qualifications > Coaching and mentoring > European Mentoring and Coaching Council UK. The main heading is "European Mentoring and Coaching Council UK (EMCC UK)". A yellow callout box on the right says "Share this page" and "Coaching and Mentoring Qualifications. Read more about our qualifications. Read more >". The main text states: "25% off membership with EMCC UK for all ILM learners studying for a coaching and mentoring qualification." Below this, it says: "EMCC UK is a professional membership organisation which encourages excellence and progression for mentors, coaches and supervisors. We're delighted to have partnered with EMCC UK to offer ILM learners studying for a coaching and mentoring qualification 25% off membership." There are two yellow buttons: "About EMCC membership >" and "How to access EMCC membership >". A photograph shows two women in a professional setting, one speaking and the other listening. Below the photo is the section "About EMCC membership" with the following text: "Becoming a coach is one of the most rewarding life choices anyone can make. Knowing that you have made a positive contribution to someone's life, helping them to reach their aspirations, is a gratifying experience. However, becoming an independent coach or establishing an effective CPD programme within a business can be challenging. How do you start a coaching business? What type of coaching does your team need and how do you measure their development? What support is available to help you and your team grow? EMCC UK aims to develop, promote and set the expectation of best practice in mentoring, coaching and supervision around the world. People who have completed an ILM coaching qualification will have the opportunity to build a network with other coaches and mentors by joining regional and special interest groups, or through volunteering opportunities. As a governing body of coaches and mentors in the UK, EMCC UK provides extensive support to coaches, mentors, supervisors and businesses." At the bottom, it says "Membership benefits for ILM coaches and mentors:" followed by a list of benefits: "Network with peers at Special Interest Groups and networking sessions", "Get preferential rates to national and global coaching and CPD events", "Access research papers and learn about the latest developments in coaching", and "Continue your development with free webinars and coaching book clubs".

# Questions answers

A group of diverse people, including men and women of various ages and ethnicities, are sitting on a wooden bench. They are all focused on their digital devices: some are using laptops, some are using tablets, and some are using smartphones. The scene is set in a modern, well-lit environment with a dark wooden floor. The overall atmosphere is one of active learning and digital engagement.

## Life-long learning

*How can we collectively inspire businesses and individual learners to embed a culture of life-long learning?*

# Keep in touch

Register to receive the latest updates here:

[i-l-m.com/email-updates](https://i-l-m.com/email-updates)

Join the conversation, follow us across our social media channels:



[@ILM\\_UK](https://www.linkedin.com/company/ilmuk)



[@ilm\\_uk](https://twitter.com/ilm_uk)



[@ilmuk1](https://www.facebook.com/ilmuk1)



# Thank you