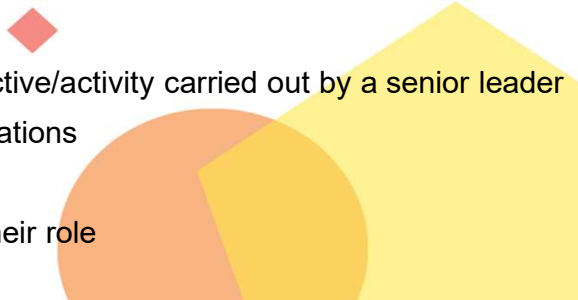


# Senior Leader (9311-22)

## Guidance for preparing the SBP 500-word Summary

The SBP 500-word Summary should:

- Be an electronic document, such as a word-processed document or PowerPoint slides
  - Be no more than 500 words
  - Include, as a minimum:
    - Subject/title – conveys the strategic objective/activity carried out by a senior leader
    - Scope – goals, business impact and limitations
    - Business need/rationale
    - Stakeholders who will be involved, and their role
    - Anticipated timescales/plan
- 

## Example: SBP 500-word Summary

This example includes an ILM commentary in the notes section of the PowerPoint.

This commentary highlights where the Independent End Point Assessor (IEPA) **identified the potential for this apprentice to provide coverage of all the assigned Knowledge Skills and Behaviours (KSBs)** in their full Strategic Business Proposal (SBP).

**However, this SBP 500-word Summary would still be rejected as it is over 500 words (554 words in total).**



**VIRTUALISING XYZ HOUSING CHARITY'S MARKETING STRATEGY**



# Introduction

XYZ Housing Charity delivers 'health and social care', 'employment support' and 'housing support services' to the homeless, including unaccompanied asylum seeking children. Many of our service users have complex and/or multiple needs, which means they experience a number of problems in addition to their homelessness, such as mental ill health, drug and alcohol misuse, offending, and family breakdown.

We have over 300 members of staff including, those who work within our hostels as support workers; counsellors; and health care workers. I am the Director of our Fundraising Team (FT). Our team supports service users (SUs) to achieve social inclusion, financial security and independence.

My proposal focuses on formulating a new long-term XYZ Marketing Strategy, which identifies innovative and virtual methods of fundraising and bringing in donations. Given the potential reach of virtual methods, our current regional marketing scope may become national – even worldwide.

## ILM COMMENTARY

In this slide, the IEPA identified the potential for the apprentice to provide coverage of:

**S2: Set strategic direction and gain support for it from key stakeholders**

**K3: New market strategies, changing customer demands and trend analysis.**



## Business need/rationale

The recent National Audit Office report into 'rough sleeping' highlighted the increasing number of rough sleepers (RS) and their vulnerability to poor health – notably respiratory illnesses.

**XYZ Housing Charity is committed to providing support to RS, but recognises that fundraising opportunities have significantly reduced – worsened by diminished opportunities for face-to-face contact.**

The pandemic highlighted the critical need for our SUs to have access to technology – for social contact, online learning, job/benefit applications etc.

A significant percentage of the funds raised will go towards meeting this need.

## ILM COMMENTARY

In this slide, the IEPA identified the potential for the apprentice to provide coverage of:

**K15: Brand and reputation management**



## Research: Aim and Objectives

**Aim:** Formulate and implement a new long-term XYZ Marketing Strategy, which raises public awareness; and increases fundraising/donations.

### Objectives

1. Draft a contemporary, wider-reaching strategy incorporating virtual, innovative, fundraising methods *and* previous successful marketing activities
2. Research and identify virtual fundraising methods
3. Target a broader audience, including young people
4. Run diverse Focus Groups
5. Select, design, market and trial one of the virtual method for 4 months
6. Collect, collate and analyse the number of on-line users and their activity
7. Fundraise £25,000 during the trial
8. Provide 1,000+ homeless youths access to Wi-Fi/digital technology
9. Evaluate the trial activity (lessons learnt)
10. Finalise the Marketing Strategy

## ILM COMMENTARY

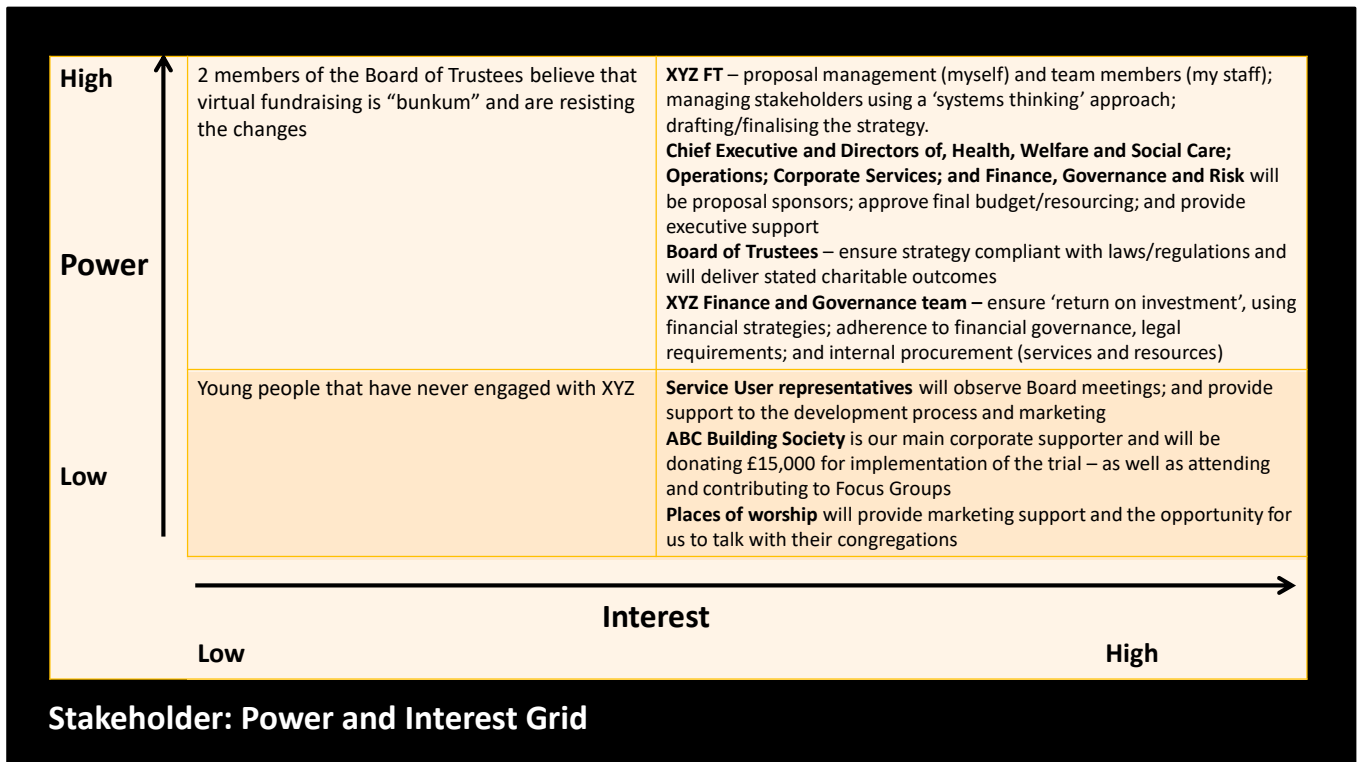
In this slide, the IEPA identified the potential for the apprentice to provide coverage of:

**S3: Undertake research and critically analyse and integrate complex information**

**K5: Systems thinking, knowledge/data management, research methodologies and programme management**

**K15: Brand and reputation management**

**B3: Curious and innovative - exploring areas of ambiguity and complexity and providing creative solutions**



**ILM COMMENTARY**

In this slide, the IEPA identified the potential for the apprentice to provide coverage of:

**S11: Uses financial data to allocate resources**

**S19: Manage relationships across multiple and diverse stakeholders**

**S20: Lead within their area of control/authority, influencing both upwards and outwards, negotiating and using advocacy skills to build reputation and effective collaboration**

**K5: Systems thinking, knowledge/data management, research methodologies and programme management**

**K8: Financial strategies, for example scenarios, modelling and identifying trends, application of economic theory decision-making, and how to evaluate financial and non-financial management**

**K9: Financial governance and legal requirements, and procurement strategies.**

**K14: Working with board and other company leadership structures**

**K16: Working with corporate leadership structures...**



## ILM COMMENTARY

In this slide, the IEPA identified the potential for the apprentice to provide coverage of:

**S13: Uses personal presence and storytelling to articulate and translate vision into operational strategies - demonstrating clarity in thinking**

**K12: Influencing and negotiation strategies both upwards and outwards**

**B3: Curious and innovative - exploring areas of ambiguity and complexity and finding creative solutions**

**Note: The lack of of a brief explanation means that the potential for these KSB to be met is borderline. Therefore, the IEPA has taken into account the scope of the SBP and its potential impact, which buttresses the potential for this apprentice to provide coverage of these KSBs.**