



*Developing  
managers  
who shine*

## **CMI Level 7**

### **Strategic Management and Leadership Practice**



*“Over 80% of managers recognise that a CMI qualification is a key part of becoming a professional manager, and that transferring their new skills into the workplace has improved the performance of their team.”*

*Chartered Management Institute*

## **CMI Level 7 in Strategic Management and Leadership Practice**

The CMI Level 7 qualifications in Strategic Management and Leadership Practice are designed for individuals wishing to develop professional management and leadership practice, and who will have the knowledge, skills and behaviours to drive business activities in a senior management and leadership role.

Role and responsibilities may also include but are not limited to taking responsibility for people, projects, operations and/or services to deliver organisational success. They will have the professionalism to deliver impact, behave ethically and demonstrate a commitment to continual learning and development.

The qualifications have been designed for practising or aspiring managers in roles such as:

- Senior Manager
- Regional Manager
- Specialist Manager (with expertise in a specific business or technical function such as quality, finance, risk, marketing, sales IT, human resources etc.)
- Director
- CEO

Achievement of a strategic management and leadership qualification will develop your skills and knowledge and can increase your performance, enhance your professional reputation and dramatically boost your career prospects.

## Qualification Structure

You can tailor your qualification to meet your needs and areas of interest by selecting from a range of units – see below and the following pages. The qualifications are available in different sizes: Award, Certificate and Diploma – each at level 7 and measure in Total Qualification Time/Total Unit Time.

For the **Award** select units from Group A to a minimum of **70** TUT

For the **Certificate** select units from Group A to a minimum of **140** TUT

For the **Diploma** select units to a minimum of **370** TUT – 300 from Group A and 70 from Group A or B.

<i>Unit</i>	<i>Description</i>	<i>TUT</i>
<b>Group A units</b>		
701 Strategic Leadership	The aim of this unit is to equip leaders with an in-depth understanding of strategic leadership within an organisational context. Leaders will explore the complexities of the role and the theoretical perspectives, approaches, behaviours and skills which can enhance their professional practice. The unit focuses on the leader's ability to respond creatively to complex organisational challenges and understand how to set and deliver sustainable strategic goals.	110

702 Leading and Developing People to Optimise Performance	The aim of this unit is for leaders to develop an in-depth understanding of how to effectively lead and develop people. They will explore the influence and impact of leadership theories, culture, well-being, development and design, policy and strategy that can be used creatively within the leadership role. Ultimately, leaders will have the opportunity to propose a leadership and development strategy. The aim of which values people whilst optimising an organisation's performance.	100
703 Collaboration and Partnerships	The aim of the unit is for leaders to understand collaborative and partnership arrangements. Leaders will critically assess the scope and value of these, as well as evaluating the impact of organisational and legal frameworks on how these arrangements are delivered. The unit culminates in the requirement for the leader to present a rationale for collaboration or partnerships to further an organisation's success.	70
704 Developing Organisational Strategy	The aim of this unit is to enable leaders to know how to develop and influence an organisation's strategic direction through the development of a meaningful strategy. To support this outcome, leaders will critique the factors which drive the development of organisational strategy and appraise approaches to successfully develop strategy. The unit culminates in leaders developing an organisational strategy to achieve a business goal. To complement this activity, leaders will	90

	propose an approach to implement and monitor the strategy developed to ensure its sustained success.	
705 Leading Strategic Change	The aim of this unit is for leaders to understand the scope, context and complexity of leading strategic change. Leaders will understand how the application of analytical techniques, theories and models of change, and creative problem-solving can be used to equip them to lead strategic change with confidence. The unit culminates in giving leaders the opportunity to develop a proposal to lead a strategic change.	80
706 Finance for Strategic Leaders	The aim of this unit is to provide leaders with an understanding of the scope, complexity and role of Finance within an organisational context. Leaders will know how to critically assess methods for analysing financial data and information required to make strategic decisions. Ultimately, the aim of this unit is to equip leaders to be more confident in their understanding of the finance function.	90
707 Organisational Design and Development	The aim of this unit is to enable leaders to understand the relationship between organisational design and development and the achievement of strategic objectives. Leaders will understand the impact of current and emerging factors which influence the need for agile and adaptive organisations. On successful completion of this unit, leaders will be able to develop a proposal for sustainable organisational design and development to respond to current and emerging needs.	80

708 Strategic Risk Management	The aim of this unit is for leaders to develop an in-depth understanding of strategic risk management. Leaders will critically appraise strategic risk within an organisational context. They will assess strategies for risk management and the leadership skills to lead risk initiatives successfully. Ultimately, leaders will be given the opportunity to develop a framework to deliver a risk strategy in an organisational context.	80
709 Strategic Management of Data and Information	The aims of this unit are for leaders to see strategic management of data and information as an opportunity rather than a challenge. Leaders will understand the strategic value and use of data and information and will critique strategies for its effective management. The unit culminates in the opportunity to develop a strategy to improve the use of data and information in a strategic organisational context.	80
710 Marketing Strategy	The aim of this unit is to enable leaders to understand the context in which a marketing strategy is developed. Leaders will appraise theoretical frameworks and processes which inform strategic marketing. They will have the opportunity to reflect on the interrelationship between marketing and an organisation's strategic aims along with the opportunities and impact of digital marketing. Ultimately, leaders will consider how to develop a marketing strategy, which will enable organisational success.	80

711 Entrepreneurial Practice	The aim of this unit is to enable leaders to explore the principles of entrepreneurial practice, understand the different contexts in which entrepreneurship can flourish and the characteristics of entrepreneurial leadership.	90
712 Strategic Management Project	The aim of this unit is for leaders to undertake a strategic management project of their own choosing. To achieve this outcome leaders will develop a business case, propose research design to inform the project's direction and recommend project management methods and tools to structure the delivery of the project. Leaders will report on project outcomes and reflect on the skills and behaviours which ultimately influence the success of the strategic management project.	100
713 Applied Research for Strategic Leaders	The aim of this unit is to enable strategic leaders to develop an evidence-based understanding of applied research methods and the ways research can be conducted scientifically, ethically and legally in an organisational context. The unit will support strategic leaders to become producers of applied research, with the ability to generate new knowledge, based on the practical challenges of the workplace. The aim is to facilitate strategic decision making, and ultimately add value to the organisation.	70
714 Personal and Professional Development for	The aim of this unit is to support leaders to understand approaches to personal and professional development. Leaders will critically reflect on the inter-relationship between the	90

Strategic Leaders	skillset and mind-set to develop as a strategic leader. Vitally leaders will reflect on their own personal, interpersonal and professional competencies and behaviours to lead strategically. The opportunity for leaders to reflect on their own performance will equip them to develop a meaningful personal and professional development plan.	
715 Strategic Approaches to Equality Diversity and Inclusion	The aim of this unit is to enable leaders to develop an in- depth understanding of equality, diversity and inclusion at a strategic level. Leaders will have the opportunity to critically assess structural inequality within an organisational and societal context. They will discuss approaches to comply with legal and good practice requirements and to appraise the influence of equality, diversity and inclusion on strategic objectives. The unit culminates in leaders being given the opportunity to develop strategic priorities for equality, diversity and inclusion.	80
716 Strategic Approaches to Mental Health and Wellbeing	The aim of the unit is for leaders to understand the impact of mental health and wellbeing on organisational performance. Leaders will critically assess the complexities of managing wellbeing and will appraise contemporary approaches for the creation of healthy work systems. The unit culminates in leaders being given the opportunity to propose a series of recommendations to create and sustain a positive culture of mental health and wellbeing within an organisational context.	70



<b>Group B units – Diploma students only – max 70 TUT</b>		
607 Procurement, Purchasing and Contracting	The ability to procure, purchase and contract goods, services and capital items effectively is of paramount importance if an organisation is to succeed. For the professional manager and leader this knowledge and understanding is invaluable. It has the power to enhance decision making, strategic and operational planning and the effective delivery of outcomes within budgetary constraints.	60
608 Strategic Corporate Social Responsibility and Sustainability	Corporate Social Responsibility (CSR) and sustainability are topics keenly related to organisational accountability. Definitions and approaches taken to manage and lead CSR and sustainability vary according to the type and purpose of an organisation and its governance. Approaches typically include the development of aims and objectives, policy and strategy, with the intent to address the impact of an organisation's activity on society, the environment and a commitment to ethical and responsible conduct.	60
609 Leading Quality Management	Effective quality management is critical to meeting stakeholder needs and expectations, developing trust and reputation. It impacts on profitability, processes and procedures and the achievement of strategic objectives. Quality is not something that occurs by chance. It is reliant on strategic and operational planning and the commitment and drive by professional managers, leaders, teams and individuals to make it a success.	70

610 Principles and Practices of Policy Development	The principles laid down in organisational, corporate, functional and departmental policies have a direct bearing on the daily activities of an organisations workforce. Policy focuses on the activities which are of critical importance to an organisation. Policies can be used to set strategic direction. Policies also set expectations about the behaviours and values required by staff to work ethically and professionally within their roles and when representing the organisation.	60
612 Coaching Skills for Leaders	Coaching is a powerful learning and development tool. Used effectively, it is able to optimise individual and team performance and the achievement of organisational goals. Coaching has rapidly become an essential leadership tool. It enables the professional manager and leader to support, motivate and empower individuals and teams in a conversational and insightful way. This contrasts with and complements the use of traditional directive leadership approaches.	50
614 Principles and Practices of Ethical Decision Making	The ability to make ethical decisions under pressure is a fundamental requirement of a professional manager and leader. Ethical decision making is not easy, especially when decisions are under the spotlight of stakeholder opinion, constrained by organisational, legal and regulatory requirements, where ambiguity exists, where risks are high or where the outcome of decisions will be unpopular.	60

## How does it work?

You will have an **initial meeting** with your personal tutor who will introduce his/herself, get to know you and your role and confirm that this is the most suitable qualification for you. This is a great opportunity for you to ask questions and gain a clear understanding of what is required. Throughout your studies your personal tutor will provide you with support and direction to develop your skills and knowledge as per your selected units.

A **qualification handbook** which contains details around assignment writing and other important information will be sent to you together with the **syllabus** – this is the units with much more detail about what you need to know and be able to do.

Your **induction** is probably the time when you will start to select which units you wish to work towards and your tutor will provide guidance with this and will then go on to help you to plan how you will develop your knowledge and skills in readiness for completing your assignments. Induction will also include a tour of Management Direct – CMI's own hub containing a wealth of world class resources.

**Management Direct** will be your usual starting point for learning. It is CMI's online portal of industry-led management and leadership content. Packed full of best practice, leader videos, articles, e-books, checklists and interactive e-learning, Management Direct provides informative content to support your learning and day to day role as a manager. Your tutor may provide additional materials and you will be encouraged to conduct your own internet and hard copy based research – with support of course. You will then discuss your learning during your scheduled monthly meeting and plan your assessment and/or next steps.

Be assured that your whole programme will be tailored to meet your needs - there is unlimited telephone and email contact throughout.

### **How will you be assessed?**

Assessment is usually through written assignments (3,000 – 4,500 words – exact number determined by the unit) based on your workplace/role – one per unit. Support is available on how to write and reference assignments in your qualification handbook, on Management Direct and from your personal tutor.

For some units assessment may include others methods such as work based evidence or a presentation to complement or replace your written assignment.

When you are ready for assessment your tutor will send you an assignment brief which will detail what you need to do. You will of course have the opportunity to discuss this with your tutor and we encourage submission of a draft to check that you are on the right lines.

Target dates are agreed for the submission of assignments with written and verbal feedback provided afterwards. If your assignment is a pass you can move straight onto the next unit. If there is further work to do, your tutor will discuss this with you and support you in completing it.

### **Certification**

Upon successful achievement of the required number of credits you will be awarded the **CMI Level 7 Award / Certificate / Diploma in Strategic Management and Leadership Practice.**

## **Equivalences**

CMI qualifications at Level 7 portray practical skills and competences that are rated in academic terms as being comparable in level to Masters Degrees, Postgraduate Diplomas and Certificates.

## **Entry Requirements**

There are no formal entry requirements however you will need to demonstrate through your application and initial discussion that the qualification is appropriate and will satisfy your needs.

## **Duration**

As this qualification is tailored to meet your requirements you can start at any time. A target completion date will be agreed to reflect your needs. As a guide, Awards are expected to take around 4 months, Certificates around 6 months and Diplomas 12 - 18 months to complete but it could be much shorter or longer depending on circumstances.

## **Progression**

The CMI Level 7 qualifications in Strategic Management and Leadership Practice are ideal stepping stone to other qualifications such as an MBA

## **The Chartered Management Institute**

CMI is the only chartered professional body in the UK dedicated to promoting the highest standards of management and leadership excellence. With a member community of over 100,000, CMI gives managers and leaders, and their organisations, the skills they need to improve their performance and create impact.

## Chartered Manager

The Level 7 Diploma is a benchmark qualification for managers. Assuming at least 3 years managerial experience, it gives access to the exemption route for Chartered Manager – the highest accolade in the management profession. Awarded only by CMI, it is recognised throughout the public, private and third sectors across all managerial disciplines. Chartered Managers are consistent high performers, committed to current best practice and ethical standards.

## Helios People Development

We are an established training and development company delivering qualifications across the UK and to international students as supported distance learning. All students are allocated a personal tutor with whom they will have regular contact – usually on a monthly basis. This structured approach is proven effective in keeping even the busiest managers on track.

## Fees

CMI Level 7 Diploma in Strategic Management and Leadership	£2,295
CMI Level 7 Certificate in Strategic Management and Leadership	£995
CMI Level 7 Award in Strategic Management and Leadership	£855

Fees include all assessment and coaching within a 12 month period (18 months for Diploma), registration and certification plus studying membership of CMI but are exclusive of VAT.

### **Next Steps**

For a no obligation chat please contact Helen on 07712 043483 or email [helen@helios-online.co.uk](mailto:helen@helios-online.co.uk)