

NEW CMI RECRUITMENT LEADERSHIP QUALIFICATION WILL MAKE A 'BANKABLE DIFFERENCE' SAYS APSCO

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The new recruitment leadership qualification developed by Lander Associates, in partnership with the Chartered Management Institute (CMI) will make a 'bankable difference' to recruitment businesses. That's the opinion of Ann Swain, APSCO's Chief Executive who was speaking at a reception held last week by Lander Associates to launch the qualification. "As an industry, we train in sales – and then promote the best sales people who then can be the very worst managers. Then we fail to notice the correlation between good leadership and growth. We need real qualifications – not mickey mouse ones - in order to attract, engage and retain our talent."

Lander Associates has been working on the qualification for the last two and a half years as a response to their extensive research which revealed a real gap in training for front line managers. "It's a tough job in today's environment," says Fiona Lander. "There are enormous expectations on managers who have to lead, motivate, engage and still run a desk and bill."

Lander Associates' research found that there was also a huge appetite for a professional qualification that was recognised across all industries – not just recruitment. But what recruiters also wanted was for the training leading up to that qualification to be relevant to their industry.

"The CMI is the only chartered body specialising in management and leadership and so was the obvious choice," says Lander. The result is an internationally recognised recruitment specific leadership qualification gained through a flexible suite of six courses delivering real time skills such as Stepping into First Line Management, Nurturing Talent, Dynamic Team Leadership, Building High Performance Teams and Authentic Leadership. The courses can be taken in any order, over any time frame, open or in-company, allowing for real flexibility and budget management.

Ian Andrew of the CMI said "It is wonderful to have worked with Fiona and her team to create a qualification that is fit for purpose for the recruitment sector – and we are proud to have been involved with it."

One recruitment firm which is already benefitting from the new suite of courses is HR Search Consultancy, Oasis Recruitment. "I wanted to step up to being a manager but I had experience of being managed badly and being managed well. I wanted to make sure I had something other than gut feel and theory to guide me. So often courses focus on theory which leaves you empowered for a few days but then it's all forgotten. These courses are extremely well structured and look at real life scenarios. I've done three courses now and really feel as though I'm in a much better place – I'm managing and I'm managing well. "Director Mark Barnicoat agrees: "We wanted to link promotions to real qualifications as well as internal targets - I have sat in as an observer on some of the series and it has made me challenge some of the things I do myself as a leader!"

Further information can be found at www.landerleadership.com

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