

Developing strategic leaders

BGL Group, best known as Compare The Market.com, is a privately owned insurance company, with its UK headquarters in Peterborough. It wanted to develop its senior managers' strategic awareness, and chose to work with the Chartered Management Institute (CMI). Candidates enrolled in a Level 7 Certificate or Diploma in Strategic Management & Leadership, lasting one year and culminating with a project presentation to the UK Board.

As Programme Director, Level 7, Jon Pope of Barker Dewson worked closely with each group on the programme, bringing his business experience to bear, as well as his own academic experience – having already achieved the same qualification. Candidates presented solo and group projects to a panel of managers, and the Board, gaining access to senior people, and a taste of what it might be like as a leader of the future.

“Feedback has been extremely positive,” said Rob Reed of BGL Group. “The programme gives the candidates an insight into the leadership styles of people in more senior roles...and line managers may also see behavioural change in course participants.” A survey showed that 88% of candidates felt that the benefit to BGL outweighed the time, cost and effort in achieving the qualification.

Download a copy of the CMI Report, The Value of Management & Leadership Qualifications, July 2012 here <http://www.managers.org.uk/valueofquals>