



ACADEMY

WHERE DIRECTORS ARE MADE

IoD Professional Development

More than just a training calendar

**West Midlands
Spring/Summer Calendar
iod.com/training2019**



Welcome to the IoD's portfolio of learning and development programmes for 2019. The last twelve months have been an exciting time for both the IoD and its members, including the launch of the IoD Academy at 118 Pall Mall, the Academy app available to all at iod.com/academy, and record numbers of members earning Chartered Director status.

This brochure is more than just a training calendar – it is your grab-and-go guide to professional development over the coming year, with only your ambitions dictating how far you'll take your learning and the heights you'll reach with the IoD.

From bite-sized CPD content to five-day residential courses, the IoD has learning and development programmes to suit every schedule, budget and goal, whether you're working towards your first senior management position, or are ready to take the next steps towards becoming a Chartered Director.

With training centres across the UK and beyond, your local hub is always there to support you through your journey.

If you have any questions about the courses or qualifications we offer, please don't hesitate to contact our dedicated professional development team for more information.

Louise Gulliver

Managing Director, Professional Development

“Be humble and keep learning, because as a director, the environment is ever changing. Never think that your past experience will fit into the current situation, each board situation is unique and the players are all different.”

Eugene Wong CDir, Managing Director, Sirius Venture Capital

Professional development in the West Midlands

The IoD West Midlands region covers the counties of Staffordshire, Shropshire, Herefordshire, Worcestershire and Warwickshire, as well as the urban areas of Birmingham, Coventry, Stoke, Wolverhampton, Solihull and the Black Country.

Headed up by Regional Director Calum Nisbet and Regional Chair, Brian Hall, the IoD West Midlands hosts a programme of seminars, business breakfasts and special events which gives its 1,500 members the opportunity to listen, question and be inspired by business leaders, politicians and decision-makers.

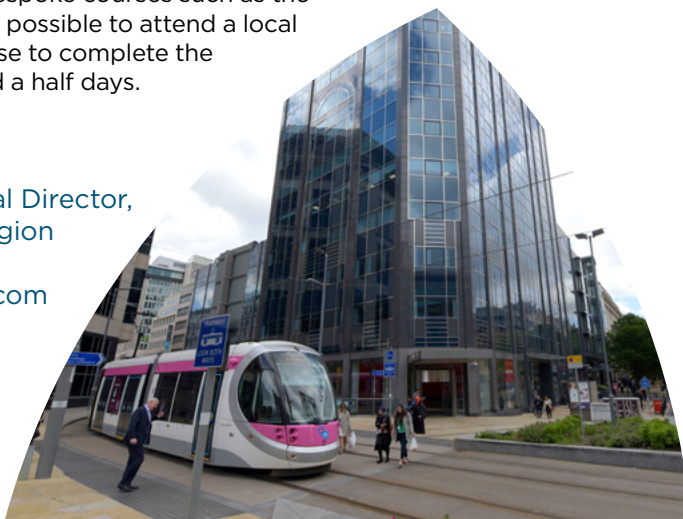
Well represented by Chartered Directors, IoD West Midlands provides a huge amount of peer-to-peer support to assist in the ongoing personal and professional development of their members.

The regional HQ is located at iHub Colmore Gate, in the very heart of Birmingham's Business district on Colmore Row, easily accessible by rail and road. Members benefit from a wide selection of spaces to meet or work in across two floors and our professional development courses are run in state of the art meeting rooms with plenty of break out space.

Each year in Birmingham, we aim to run the four individual modules that make up the Certificate in Company Direction every six months, along with the Diploma and a few bespoke courses such as the Role of the NED. It is also possible to attend a local intensive residential course to complete the Certificate in just five and a half days.

Contact us:

Calum Nisbet, Regional Director,
IoD West Midlands Region
T: 0121 643 7801
E: Calum.Nisbet@iod.com



Join a community of inspiring leaders

Professional development is more accessible than ever before with the IoD's digital learning app.

As an attendee of our training programmes your academy access will be complemented by digitised course content, relevant exam support content and mock papers for assessed courses and much more.



Identify areas of growth

Understand your strengths and weaknesses with the IoD's Director Competency Framework - our comprehensive self-assessment tool.



Flexible learning

Access bite-sized CPD content from articles, webinars, videos and podcasts. Read, watch or listen at the touch of a button.



Track your progress

Use the interactive CPD tracker to log and monitor your own education, helping you gain a holistic overview of your personal progress.




Test your knowledge

Prepare for your course or qualification with pre-reading, course materials and exam-style questions and webinars available on the app.

Get started today, visit iod.com/academy2019


Chartered Director Qualification




- 1  Available as four individual modules or a fast-tracked residential course, the Certificate covers governance, finance, strategy and leadership, providing a foundation in effective directorship.

Accelerated Certificate in Company Direction

This intensive residential course is designed to fit around your schedule, enabling you to be more effective in your director role in just five and a half days.

- 2  An interactive board room simulation that encourages collaboration, debate and dynamic leadership, the Diploma draws on practical experience as a director in order to improve and assess your skills.

- 3  Requiring the creation and submission of a portfolio of experience and achievements as a board director, the Chartered Director interview recognises your abilities as a leader as set out by our Royal Charter.

Find out more [iod.com/qualifications2019](https://www.iod.com/qualifications2019)

Bespoke training and solutions

We believe there is no such thing as a one-size-fits-all remedy to organisational challenges. This is why our qualifications, courses, coaching programmes and board evaluation and development services can be tailored to fit your specific needs, offering a relevant and effective solution to complex matters in senior leadership.

In Company



Tailored to you

Existing IoD courses, qualifications and development programmes can be delivered in-company or customised into a unique solution for your senior leadership team.

Bespoke



Learning solutions

Our content development advisors will construct a learning support plan, with tailored content, language and terminology that is relevant and applicable to your sector.

Consultancy



Collaborative approach

The IoD team works as a corporate partner to deliver integrated solutions to your issues. Our primary objective has always been to become a trusted advisor to our members.

Coaching



Inspiring coaches

The IoD uses its experience to select a team of specialist C-suite coaches with a wealth of practical board and leadership knowledge to provide group or one-on-one coaching within your organisation.

Board evaluation



Challenging boards

Addressing the specific issues facing your board maximises the value of the process as a learning experience, and ensures busy schedules are not impacted by lengthy processes or reviews.

To speak to a member of our team please call: **+44 (0)20 7766 2601**

Certificate in Company Direction

Role of the Director and the Board

Overview

An introduction to the duties and legal responsibilities of a director, enabling you to tackle the challenges of the boardroom with fresh confidence, understand your board's role in corporate governance and progress your career to the next level.

Whether you're a newly appointed director, aspiring to a position on the board, or looking to improve your performance with fresh insight, this course will equip you with the crucial knowledge and skill-set to fulfil your role successfully.

Course benefits

Develop a practical understanding of best practice in the boardroom. This course will help you to recognise the director's key legal responsibilities, efficiently assess risk, and know how to effectively manage stakeholders while acting in your organisation's best interests.

Learning outcomes

- Gain an in-depth view of the key duties, roles and legal responsibilities of the modern director
- Understand the essential differences between direction, management and ownership
- Examine the board's role in corporate governance and learn how to improve board effectiveness
- Understand the legal status of a company and implications of the Companies Act 2006

“The Role of the Director and the Board module really articulated the responsibilities of directors, especially from a legal point of view. I doubt most directors are actually aware of what they are liable for, and I believe there should be mandatory training for directors such as this when they join a board.”

Paul Bolton CDir, Managing Director, ONECPD

Birmingham

27 August

Duration

2 days

Prices

Member

£2,325 + VAT

Non-member

£2,825 + VAT



Certificate in Company Direction

Finance for Non-Finance Directors

Overview

In today's business world, every director needs to recognise the key financial concepts and terminology that underpin a successful understanding of their organisation's financial position.

This course designed specifically for non-finance directors and senior managers and will demystify the world of finance, allowing you to monitor the financial health of your business, evaluate business plans with confidence and contribute more effectively to boardroom discussion.

Course benefits

By attending this course you will be equipped with the knowledge and skills necessary to assess the financial health of your business, appreciate the financial impact of the board's strategic decisions and be able to identify the director's legal obligations in relation to finance.

Learning outcomes

- Interpret financial statements in accordance with accounting principles and standards
- Establish the financial health of a business using accepted financial ratios
- Distinguish between management accounts and the statutory financial reports of a company
- Differentiate between the various sources of finance available to a company and their relative advantages and disadvantages
- Interpret the key components of capital investment appraisal

“An interesting and informative course. The course leader ensured that the topic remained interesting over the 3 days. I found the entire process very enjoyable.”

Alan Ford, Contracts Director, Castle Group Scotland

Birmingham

1 April

23 September

Duration

3 days

Prices

Member

£2,595 + VAT

Non-member

£3,150 + VAT

Certificate in Company Direction

Strategy for Directors

Overview

A dynamic strategic process is a critical part of delivering stakeholder value and generating competitive advantage for your organisation. This intensive course provides insight into the board-level knowledge and skills required to create, implement and evaluate your organisation's strategy.

Course benefits

Explore the relationship between strategy, governance and risk and learn how to use tools and frameworks that support strategic thinking and decision-making. Get the practical insights into how to deliver your current business objectives while future-proofing your organisation.

Learning outcomes

- Describe the ingredients of effective strategic thinking and explain their link with the strategy process
- Carry out an analysis of a market or industry to reveal areas of possible strategic opportunity of threat
- Evaluate an organisation's capabilities to reveal relative strengths and capabilities
- Use strategic concepts and models to generate, evaluate and assess strategic options
- Describe how to conduct the implementation of a strategy and evaluate the potential ramifications

“Talking through different scenarios with the trainers has really helped to understand how best to approach situations and the tools and techniques that can be used.”

Philip Terry, Director of Resources, Juniper Ventures

Birmingham

1 May
21 October

Duration

3 days

Prices

Member
£2,595 + VAT
Non-member
£3,150 + VAT

Certificate in Company Direction

Leadership for Directors

Overview

Strong leadership is increasingly fundamental to the successful realisation of an organisation's vision. This intensive course provides a valuable opportunity for directors to explore strategic leadership issues both within and beyond their organisation.

This module introduces a more personalised approach to leadership and delegates will be encouraged to understand and develop their own self-awareness and emotional intelligence.

Course benefits

By attending this course you will be equipped with the knowledge and skills necessary to assess the financial health of your business, appreciate the financial impact of the board's strategic decisions and be able to identify the director's legal obligations in relation to finance.

Learning outcomes

- Develop an understanding of how leadership can be defined and understood in relation to the director's role on the board.
- Apply techniques for developing a greater awareness of one-self and of the motivations and behaviours of others
- Create a culture which engages others to achieve the strategic objectives, and to respond effectively to crisis and change
- Identify how leaders create influence within and beyond the organisation, and assess stakeholder engagement strategies

"Throughout the course and my journey towards becoming a Chartered Director, my eyes were opened to the importance of diversity on the board and in the wider business environment at the time."

Greg Ellison CDir, Group CEO, Capital International Group

Birmingham

3 June

18 November

Duration

2 days

Prices

Member

£2,250 + VAT

Non-member

£2,700 + VAT

Diploma in Company Direction

Developing Board Performance

This is an opportunity to put into practice the knowledge gained from the Certificate in a realistic and safe environment. It encourages peer-group support, challenge and stimulation, mirroring in many ways the operation of a board.

Challenge and utilise the knowledge gained from your experience as a director in an applied and dynamic way. By replicating the issues of a 'real' board, you will gain hands-on experience and feedback that will not only enable you to improve your own performance, but also make a significant impact on your board's effectiveness and tackle future challenges with greater confidence.

Examination fees are included in the course fees. When you have passed the examination you will be awarded the Diploma in Company Direction.

Course outcomes

Participation on this course will enable you to:

- Understand your board's role, its dynamic, power, influence and conflicts
- Gain knowledge of important topics: risk and crisis management, decision-making, mergers and acquisitions, and board performance
- Understand relevant techniques and tools to improve personal skills and that of the board
- Evaluate and improve the performance of your board, its committees and individual directors

"The technical knowledge and learning provided by the Diploma course has given me the confidence to implement many of the changes necessary to enable our business to grow and prosper through the difficult economic and geo-political times that we have operated in over recent years."

Anthony Long DiploD, Chairman, Capital International Group

Birmingham

2 September

Duration

3 days

Prices

Member

£3,475 + VAT

Non-member

£4,225 + VAT

Chartered Director

The IoD is the only institute in the world to offer the internationally recognised Chartered Director qualification, underpinned by our Royal Charter.

The Chartered Director qualification comprises a peer interview to assess your practical experience as a director. The interview, conducted by an experienced peer reviewer, explores your portfolio and the scope of your role(s) as a director. The assessment is based on five key areas which are central to organisational direction and governance.

Qualifying also gives you access to learning materials via the IoD Academy for the rest of your career whilst you are an active IoD member, allowing you to stay ahead of trends and changes to business practices and policies, ensuring you make the best decisions for your career and your board in the years to come.

The following eligibility criteria apply: Applicants must be a member of the IoD and have passed the Certificate and Diploma examinations in Company Direction. Your length of experience in a director role or equivalent should be either: 5 full years' experience in a director level role, or 3 full years' experience in a director level role, plus a chartered professional qualification (via examination).

Chartered Director interviews are held twice monthly. If you are unsure about your eligibility or would like more information about the application process please contact the Chartered Director team on chartered.director@iod.com or +44 (0)20 7766 2602



“I am a huge advocate of lifelong learning, and as this was my first real director level role I wanted to ensure that I was fulfilling my role and responsibilities to the best of my abilities. My CEO is also a Chartered Director and is keen that the majority of our board attain the qualification.”
Vickie Brown CDir, Finance Director, Distinction Group



Next Steps

For more information or to register for a course or qualification:

T: +44 (0)20 7766 2601

E: developing@iod.com

W: iod.com/training2019

Already attended? Why not refer a colleague?

Contact us

Professional Development Team

T: +44 (0)20 7766 2601

E: developing@iod.com

Certificate in Company Direction

Role of the Director and the Board	27 August
Finance for Non-Financial Directors	1 April 23 September
Strategy for Directors	1 May 21 October
Leadership for Directors	3 June 18 November

Diploma in Company Direction

Developing Board Performance	2 September
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Chartered Director

Chartered Director interviews are held twice monthly

The IoD Team in the West Midlands have negotiated rates with a number of hotels, so please feel free to get in touch for their recommendations once you have decided which dates you would like to attend. They can be contacted on 0121 643 1868.