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## Unit Aims

CMI Code	Unit Title	Unit Aims
301	Principles of Management and Leadership	<p>Being equipped with the knowledge, skills and behaviours to manage and lead effectively is essential if an individual and their organisation are to succeed. This unit has been designed for learners who want to develop or sharpen their professional edge and enhance personal effectiveness. The unit focuses on the ways organisations operate. The application of management and leadership approaches and how these can positively impact on own role, lead to improved performance, and support teams, colleagues and customers.</p> <p>The aim of the unit CMI 301 is to introduce the foundations for managers, which will be developed throughout all the level 3 units.</p>
302	Managing a team to achieve results	<p>The ability to manage teams, which are able to communicate effectively and overcome barriers to achievement, is a critical skill for any manager. High performing cohesive teams are created in an environment where there is a collective understanding of values, goals and objectives. This unit has been developed to support managers in understanding the nature of teams in the workplace, and how these can be managed to achieve results.</p>
303	Managing individuals to be effective in their role	<p>High performing individuals impact on the performance of teams and the organisation. The aim of this unit is to develop the manager's understanding of how to confidently use their knowledge, skills and abilities to support individuals, not only to perform well, but to exceed expectations.</p>
304	Principles of communication in the workplace	<p>As the range of communication tools used by a business continues to grow, and new technologies emerge, managers are faced with the challenge of how to select and use different tools to ensure that communication is effective, timely and has impact. The aim of this unit is to equip managers with the knowledge and skills to select and use a range of workplace communication methods. These must be measurable and tailored to the needs of the target audience.</p>
305	Building stakeholder relationships using effective communication	<p>Developing relationships with internal and external stakeholders is an essential management skill. Stakeholders can have a positive or negative impact on the success of an organisation. The aim of this unit is to equip managers to identify and understand stakeholder's needs, know the purpose and benefits of building relationships with different stakeholder groups, and the methods of communicating with them to achieve results.</p>
		<p>Treating colleagues, customers and stakeholders with dignity and respect enables relationships to</p>



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306	Principles of equality, diversity and inclusive working practice	develop and thrive. This unit focuses on how to develop inclusive working practices in line with organisational and legal frameworks. This will not only improve the productivity and well being of staff, but impact positively on the whole customer experience.
307	Developing the knowledge, skills and abilities of individuals and teams	A skilled and adaptable workforce is a collective group of people equipped with the knowledge skills and abilities to achieve and exceed objectives. This unit aims to support managers to identify and select innovative development opportunities. It will enable them to identify approaches to support and promote participation, and how to monitor the impact of development activities for individuals, teams and the organisation.
308	Managing volunteers	Volunteers are uniquely placed to offer a wealth of skills and abilities to compliment those of employed staff within an organisation. Managed well, they can help an organisation improve the quality and capacity of the service. The aim of this unit is to equip managers with the knowledge of how to engage, motivate and support volunteers to be effective within their role and address challenges with a positive 'can-do' attitude.
309	Responding to conflict in the workplace	Conflict and disagreements in the workplace have a detrimental effect on team dynamics, productivity and motivation. The ability to respond effectively to conflict is a fundamental skill for all managers. This unit aims to support managers to understand the types and causes of conflict and how to identify strategies to respond to conflict situations in a timely and professional manner.
310	Supporting teams and individuals through change	Change is inevitable if an organisation is to maintain competitiveness and currency of practice. Managers are constantly asked to implement change to respond to commercial pressures, legal organisational requirements, efficiencies or improvements. Success often depends on the support given by managers to staff. The aim of this unit is to enable managers to lead people positively through change. This is achieved by implementing plans which identify ways to make change successful, and gaining the support and trust of individuals and teams.
311	Contributing to the delivery of a project	Whilst the scale, significance and complexity of a project will vary, the principles of carrying out a project will ultimately be the same. This unit aims to equip managers with the knowledge, tools, and techniques for managing and monitoring projects. It also identifies approaches to managing risk and responding to the needs and expectations of stakeholders. The skills a manager will learn will not only enable them to improve own working practice, but will impact on the achievement of project outcomes.
312	Managing daily activities to achieve results	Working efficiently is essential if a business is to remain competitive. A well-structured workload is key to individual and team success. The aims of the unit are to equip managers with the knowledge to identify priorities and set measurable objectives. Managers will know how to organise and allocate daily work activities, monitor outcomes, and respond practically to problems in a manner which supports the achievement of results.
313	Developing and sharing good practice	Developing and sharing good practice enables individuals and organisations to develop and increase their potential to exceed personal and organisational expectations. This unit explores how good practice can



		be developed, maintained, adopted and shared with stakeholders.
314	Managing budgets and resources	Budgets and resources are crucial to the functioning of any organisation. Organisations need to plan and manage money and resources to remain operational. The aim of this unit is to equip managers with the knowledge that they need to manage budgets and other resources. This allows them to remain efficient and effective.
315	Principles of health and safety in a work setting	Health and safety is important as it protects the well-being of employees and customers. There are serious, legal, financial, and reputational consequences if neglected. The aim of this unit is to equip managers with an understanding of their statutory and organisational responsibilities in making the workplace safer.
316	Monitoring quality to improve outcomes	The name of organisations who have built their reputation on the quality of their products or services readily come to mind. Managing quality is a collective activity, which has to be monitored continually to ensure standards are consistently met. The aim of this unit is to equip managers with the understanding of how quality systems are used, the tools and techniques for monitoring and measuring quality, and the requirements needed to support a quality audit. The impact of this knowledge is to drive a culture of continuous improvement within the organisation.
317	Supporting the delivery of customer service	Customers are key to the success of any business. It is essential to know how to deliver a great customer experience that meets and exceeds expectations all customers. This is regardless of whether they are a colleague, department within an organisation, or a member of the public purchasing a product or using a service. The aim of this unit is to equip managers with an understanding of the parameters in which good customer service is delivered. It focuses on the end-to-end customer journey and encourages the manager to reflect on the customer service experience through the customer's eyes.
318	Managing data and information	The ability to solve problems, make timely business decisions and respond to customers' needs is all dependent on the ability to access good quality data and information. With growing volumes of data, this challenge has become increasingly difficult to manage. The aim of this unit is to equip managers with the knowledge of how to gather, assess and analyse different types of data and information, and how to report findings for different business purposes within legal and organisational guidelines.
319	Managing meetings	Managers are increasingly faced with days packed full of meetings that leave little time to get things done. Run well, meetings can be a place where issues are discussed, problems resolved, and decisions are made. However, all too often, meetings lack purpose and there is frustration if little has been achieved. The unit content has been designed to challenge traditional thinking. It aims to equip managers with the knowledge and tools to try different approaches when conducting meetings. It also explores good practice for preparing for and leading meetings, which have impact and also delivers results.
320	Presenting for success	Delivering presentations can be very challenging. When done successfully, a presentation can lead to a job offer or a new contract. It also has the potential to engage team members to buy-into new ideas, or embrace new projects and opportunities. The aim of this unit is to equip managers with the knowledge



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		and skills to plan presentations to meet the needs of a target audience. The unit will enable managers to develop the knowledge and tools to deliver great presentations, which engage an audience and motivate them to want to know more.
321	Managing own personal and professional development	In order to meet the demands of an ever-changing workplace, individuals need to ensure they continue to update and develop their knowledge and skills. Planning for personal and professional development ensures greater opportunities for success. The purpose of the unit is to support the manager to identify the benefits of engaging in personal and professional development. By using the knowledge gained, a meaningful development plan will be created to support them to become an effective manager in the workplace.