

CERTIFICATE IN LEADERSHIP & MANAGEMENT

LEVEL 4

ABOUT THIS COURSE

This qualification is designed for new and aspiring department heads, regional team leaders and other middle managers – really get to grips with the role, gain comprehensive business knowledge and develop the skills you need at this level.

The units in this qualification focus on a specific set of skills and knowledge, in six broad areas:

- Understanding leadership - different leadership styles and qualities.
- Understanding how to motivate to improve performance - the factors that influence motivation levels in the workplace and how a theory of motivation can be used to improve performance levels.
- Using discipline in the workplace - the legal aspects and organisational policy relating to discipline in the workplace plus how to monitor discipline in the workplace.
- Understanding marketing for managers - marketing concepts and contexts.
- Developing your leadership styles - the outcomes of effective leadership, the implications of leadership styles, and how to develop leadership effectiveness.
- Management communication - the importance of effective communication and how to develop communication skills.

COURSE DATES

Enrolments in July, August and September.

COSTS

£1,250.00 per person (inc. VAT).

DURATION

Level 4 takes 6 months to complete. Each course includes one lesson per month with assignments in between each lesson.

BENEFITS

FOR INDIVIDUALS

- Use core management techniques to drive better results.
- Develop your ability to lead, motivate and inspire.
- Provide strategic leadership as well as day-to-day management.
- Benchmark your managerial skills.
- Raise your profile in your organisation.

FOR EMPLOYERS

- Encourage strategic thinking at this level of management, to foster business improvement.
- Engage middle managers with training and development – this qualification is designed to provide clear, measurable benefits to career-minded professionals.
- Customise this qualification to your development needs.





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