

## Strategic Plan 2007/2008

**Mission:** To fulfill the needs of employers by developing a skilled management workforce through promoting our nationally recognised set of standards which have full employer 'ownership'.

**Vision:** To create a UK partnership of employers and other key stakeholders to lead the professional development of all those working in the field of management and leadership.

<b>Values:</b>	<b>Customer Focused</b>	<b>Dynamic</b>
	<b>Professional</b>	<b>Driven</b>
	<b>Commercial</b>	<b>Passionate</b>
	<b>Innovative</b>	<b>Commitment to Equality</b>
	<b>Results orientated</b>	<b>Integrity</b>

### Strategic Objectives

- 1 Increase awareness of the MSC, and build a reputation for the delivery of high quality outputs that enhance the skills of managers and leaders;
  - Design and launch a new website
  - In partnership with CMI build an archive of high quality research
  - Effectively promote the SQS through key note presentations.
  
- 2 Raise the profile of the Management and Leadership NOS, based on effective promotion, and continuously review the standards to ensure they continue to help develop managers and leaders to compete with the best in the world;
  - Increase network of Champions to all 25 SSCs
  - Improve MPRG process and increase numbers of importations
  - Develop further promotional material targeted to different users.
  
- 3 Increase the uptake and completion rates of learners enrolled on apprenticeship frameworks in England, Wales and Scotland;
  - Streamline registrations and certifications (e.g. online methods)
  - Publish guides and leaflets for distribution at career fairs.
  
- 4 Gain greater engagement with employers across all sectors, and achieve recognition for the MSC for its contribution to raising skills via the partnership with SkillsActive and the SfBN.
  - Organise employer workshops
  - Promote Solutions 4 Business and Action Learning sets.

- 5 Diversify funding sources and create other profitable revenue streams;
  - Increase number of licenses sold to training organizations
  - Secure HE funding via FD in Management and Leadership
  - Increase products for sale (books, toolkits, guides)
  - Introduce an endorsement scheme for qualifications based on M&LLQS principles
  - Establish links with other government departments DWP, DTI
  - Approach research councils (ESRC).
  
- 6 Develop the MSC's people, structure, systems, intellectual capital and financial strength to enable the organisation to fulfil its mission;
  - Develop existing staff through appropriate training
  - Recruit two new members of staff.

**Dr Kion Ahadi – Head of MSC.**