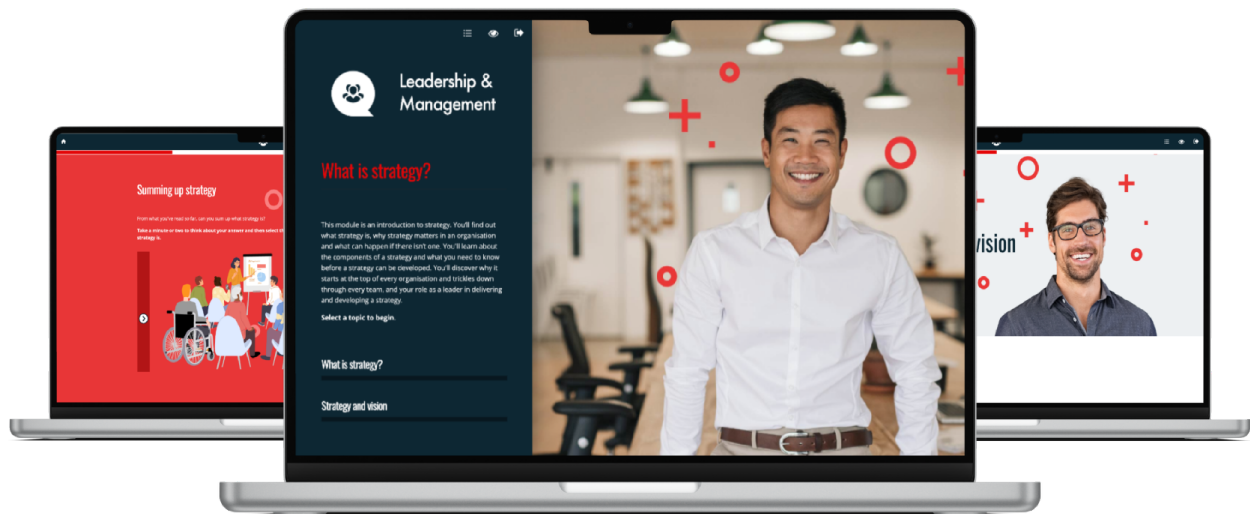# Leadership & Management

The Leadership Knowledge Collection

Leaders have a responsibility to understand what type of leader they need to be in different situations. Your leaders should always be thinking strategically to improve their leadership style and have the skills to transform into the leader they need to be. This collection addresses the needs of a leader that supports their training needs with topics such as training and development for managers, solving problems and leading a remote team.

Lessons in this collection include:

- The Difference Between Management and Leadership
- Understanding the Management Role
- Inspirational Leaders
- Becoming an Effective Leader
- Becoming an Effective Manager
- Developing your Leadership Style
- Personal Branding
- Creating and Maintaining Your Professional Brand
- Training and Development For Managers
- Training, Coaching, Mentoring
- Talent Development Game
- Objective Setting
- Setting Goals and Objectives
- Solving Problems by Making Effective Decisions
- Managing Stress and Conflict
- Strategy: What is a Strategy
- Strategy: How to Develop a Strategy
- Strategy: How to Implement a Strategy
- Strategic Thinking
- The Procurement Cycle
- Finance for Non-Financial Managers
- Change: Your Role as a Leader
- Leading Innovation and Change
- Leading a Remote Team

Lesson Overview

The Difference Between Management and Leadership

Leaders have a set of qualities and approaches which set them apart from managers. You can be a manager without people – you could be managing a process, product or system. And you can manage people without 'leading' them. But if you're a leader, you know that your people are your biggest asset.

In this lesson, we will clear up the confusion between these often interchangeably-used terms and help you understand the differences between the roles.

Duration: **10 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Understanding the Management Role

In this lesson, we will provide a comprehensive overview of the middle management role and how it applies to your organisation, with a particular focus on the areas of strategy and vision, communication skills and personal development. We're arming managers with the tools they need to achieve organisational goals and objectives.

Learning Outcomes for this lesson include:
- The tools to learn to draft mission statements and vision statements.
- How to set strategic direction and identify different types of stakeholders.
- The ability to communicate effectively with members of your team and plan and execute a plan for personal development.

Duration: **45 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Inspirational Leaders

There is no single way to become or be a leader. In fact, there are numerous leadership styles that suit different organisations, situations and functions. In this short lesson, we'll examine a few of these by looking at five iconic leaders throughout history.

Duration: **10 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Becoming an Effective Leader

This lesson will develop your knowledge and understanding of effective leadership, so that you obtain an understanding of your own ability to fulfil key responsibilities of the leadership role. You'll learn to evaluate your skills over several key areas, including communication, motivation and delegation.

Learning Outcomes for this lesson include:
- Developing key leadership skills and behaviours that are valued by everyone.
- Understanding the important role that emotional intelligence can play in leading people.
- Understanding leadership models that help discover the best approach for you.
- Areas of employee motivation and engagement.

Duration: **36 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Becoming an Effective Manager

In this lesson you will learn about the role of a manager, the types of roles managers can fulfil, and steps you can take to become an effective manager.

Learning Outcomes for this lesson include:

- Understanding the different facets, the role of a manager can take.
- Which facets are relevant to your role, and being better equipped to identify the areas.
- Making you a stronger leader for your team.

Duration: **15 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Developing your Leadership Style

This lesson is the follow-up to 'Becoming an Effective Leader'. The aim of this lesson is to help you to develop your own leadership style, to improve both your own and your organisation's performance.

Learning Outcomes for this lesson include:

- Being able to recognise your own default leadership style.
- Identify strengths and areas of improvement.
- Understand the importance of emotional intelligence for effective leadership.

Duration: **15 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Personal Branding

This lesson focuses on creating and maintaining your professional brand. Covering why your identity at work matters, how it shapes the way people see you and how it benefits you.

Learning Outcomes for this lesson include:

- Understanding what makes a brand.
- Why a personal brand matters.
- How to get started.

Duration: **10 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Creating and Maintaining Your Professional Brand

In this lesson, we will cover why your identity at work matters, from how it shapes the way people see you to how it benefits you. We'll also give you guidance to create and maintain the professional brand you want for yourself.

Duration: **30 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Training and Development For Managers

The need for training is a part of most people's work lives. It might be classroom-based, e-learning or on-the-job. It also may be mandatory or part of a professional development plan. There's a wide range of training needs and this lesson is for managers with little or no training background but

who find themselves responsible for the training of others. We will give you an overview of the main issues, the basic process and the common delivery methods.

Learning Outcomes for this lesson include:

- Enabling you to understand why training is important and how to analyse training needs as well as looking at different types of training delivery.
- Understanding the coaching and development needs of your teams.

Duration: **33 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Training, Coaching, Mentoring

Talent development is crucial to having happy, skilful, confident and successful people

working for your organisation. In this lesson, we will explore three ways of doing this: training, coaching and mentoring.

Learning Outcomes for this lesson include:

- Three essential facets of talent development and the differences between them.

Duration: **6 Minutes** | Accreditation: **CPD** | Assessment: **Yes** | Microlearning: **Yes**

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Talent Development Game

In this scenario-based lesson, we ask you to make decisions in order to develop your team member's talent and help Tamsin, a character in the lesson, achieve her goals. You'll be introduced to the SMART framework and tackle challenges that can be applied to real world scenarios.

Duration: **15 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Objective Setting

Objectives act as a basis for assessing individual performance and help develop a person's skills, knowledge and experience. In this lesson, we set out how to create a plan to support continuous professional development, and in doing so ensure organisational and employee success.

Learning Outcomes for this lesson include:
- Understanding what SMART entails.
- Being able to develop organisational objectives and how to implement them.
- Being able to develop personal aspirations and objectives and how to implement them.
- How and when to review the objectives.

Duration: **30 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Setting Goals and Objectives

In this lesson, we will look at what the difference between goals and objectives is, why they are beneficial, and how to set them effectively.

Learning Outcomes for this lesson include:

- What goals and objectives are.
- Why goals and objectives matter in the workplace.
- What SMART objectives are.

Duration: **10 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Solving Problems by Making Effective Decisions

This lesson gives you options on how to systematically work through decision-making processes to solve workplace problems. You will discover new tools that can help and be able to recognise and explore the opportunities in problems.

Duration: **20 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Managing Stress and Conflict

In Great Britain, 822,000 workers suffered from work-related stress, depression or anxiety in 2020/21; it's become the number one cause of long-term absence in the UK accounting for half of all illness-related absences. As you might expect with such a prevalent issue, many organisations are taking steps to ensure that employees are properly supported and that any negative effect on

business operations is kept to a minimum. In this lesson, we're going to look in detail at the areas of stress and conflict (including how the two subjects are interlinked).

Learning Outcomes for this lesson include:

- Enabling you to discover what can cause stress in the workplace.
- How to identify triggers and causes.
- Practical help on how to mitigate and resolve issues regarding stress and conflict.

Duration: **45 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Strategy: What is a Strategy

In this lesson, we will introduce you to 'Strategy' helping you understand what it is, what you do to deliver an organisation's strategy and what you'll need before you can develop your own.

Learning Outcomes for this lesson include:

- What a strategy is.
- Why strategy matters in an organisation.
- What can happen if there isn't a strategy.

Duration: **10 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Strategy: How to Develop a Strategy

In this lesson, you will get an introduction to strategy, helping you understand what it is and the role you'll play in delivering an organisation's overall strategy, as well as what you'll need to know before you can develop your own.

Learning Outcomes for this lesson include:

- Identifying the common components of a strategy.
- Identifying what you need before a strategy can be developed and redeveloped.

Duration: **10 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Strategy: How to Implement a Strategy

Building on the skills learnt in 'How to Develop a Strategy', this lesson will guide you through the implementation phase. You'll learn how to turn a plan into action, identify critical success factors, as well as how to measure the plan's ongoing success.

Learning Outcomes for this lesson include:

- The four pillars to achieve desired outcomes.
- The implementation process.
- The implementation toolkits: colleague and stakeholder engagement, customer focus, financial controls and internal process.

Duration: **15 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Strategic Thinking

In this lesson, we will demonstrate how to build a strategy team and work together to create a strategic plan. We will look at how to turn a plan into action, identify critical success factors, as well as how to measure the plan's ongoing success.

Learning Outcomes for this lesson include:

- How to build a strategy team and work together to create a strategic plan.
- How to turn a plan into action.
- The ability to identify critical success factors, as well as how to measure the plan's ongoing success.

Duration: **30 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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The Procurement Cycle

All businesses rely on goods and services in their day-to-day running. Procurement plays a massive part in this by ensuring the goods and services are acquired seamlessly, at good value and at the right time. In this lesson, you'll explore the inner workings of the procurement cycle and learn how effective procurement can benefit a business.

Learning Outcomes for this lesson include:

- Gaining insight into the procurement process.
- Highlighting the benefits and pitfalls of the different approaches a business can adopt where procurement is concerned and an illustration of how different strategies can impact a business.

Duration: **48 Minutes** | Accreditation: **CPD** | Assessment: **No**

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Finance for Non-Financial Managers

In this lesson, we will explore the benefits of financial competence, the difference between cash and profit and between financial accounting and management accounting. We will look at the structure of a balance sheet, a profit and loss account and a cash flow statement, and how financial statements show how a company is performing.

Learning Outcomes for this lesson include:

- A basic understanding of Company Finance.
- The ability to interpret Financial Statements.
- How to effectively plan a Budget

Duration: **45 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Change: Your Role as a Leader

In this lesson, you will discover how leaders play their role in supporting the team through organisational change, and how to do this in ways that work for every member of their team.

Learning Outcomes for this lesson include identifying:

- How you can be the leader your team would want you to be.
- How to implement change.
- How to help others cope with the changes they're facing.

Duration: **20 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Leading Innovation and Change

In this lesson, we will explore various ways to lead innovation, along with how to implement change via a system of continuous improvement. We will look at some background to the topic, before demonstrating how to identify opportunities for innovation within your own organisation. We will also provide a best practice guide to creating and implementing a change management plan.

Learning Outcomes for this lesson include:

- An improved understanding of how innovation and change are realised within a business environment.
- How to identify opportunities for innovation within the organisation.

Duration: **36 Minutes** | Accreditation: **CPD** | Assessment: **Yes**

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Leading a Remote Team

Leadership is never a walk in the park, but what extra skills and considerations are there when leading a team made, partly or entirely, of remote workers?

In this lesson, we will address some of your worries and concerns about leading and supporting your remote workers. You will also find a few tips here to help you, whether you are new to leading a remote team or have been doing it for a while.

Duration: **6 Minutes** | Accreditation: **CPD** | Assessment: **No** | Microlearning: **Yes**

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