

ManagementDirect - Features and Benefits





Service Description

What is it?

Comprehensive online support resource for managers and learners, with affiliate grade membership to CMI for all users.

Who is it for?

Private and public sector organisations, to support both organisational development and continuing professional development for individuals. This total solution helps drive employee engagement, a key HR challenge post recession.

External clients of educational institutions

The solution can also be customised to operate as a members' service offering or an e-support tool for organisations needing to support an external audience.

How does it work?

ManagementDirect plays a vital part in any blended learning environment.

ManagementDirect is the comprehensive online management and leadership toolkit that's suitable for every level of manager, whether junior, middle or senior.

Whatever the nature of your organisation, you'll find in ManagementDirect a rich foundation of management knowledge and resources. Managers can access the information in different ways to suit their own methods of learning.

In addition to providing valuable support for structured learning and development, the service also offers more specific assistance in dealing with day-to-day management and leadership tasks, and includes several enterprise-level features to make it a valuable organisational development tool as well.

Features

Content

ManagementDirect contains a rich bank of "ready to use" existing content resources that provide just-in-time and CPD support for managers and leaders. There is a wide range of practical learning resources, ranging from first-port-of-call resources to extensive research information, accessible through highly functional search tools. Ease of use plays a significant role in reducing barriers to adoption, and driving usage.

Different media types (eg: text, audio, video, interactive e-learning modules) cater for different learning styles and generational preferences. Multiple navigational routes into the product respond to different individual searching and learning behaviours. The facility to locate resources based on time available is a key user benefit which helps integrate the product with user workflow. Content can also be accessed via individual needs analysis generated by completion of simple diagnostic questionnaires.



Content in ManagementDirect includes:

- Definitions of key management terms
- Leader videos (learning case studies)
- Podcasts on best practices
- One screen summaries of key management models
- Templates for key business documents, with guidance
- Concise summaries of key management thinkers
- Thousands of book abstracts
- Action checklists for about 250 tasks/challenges that managers most often encounter
- Over 700 weblinks to other websites dealing with management and leadership topics
- An e-journals service with the full text of some 3,000 management and leadership, and business, journals, magazines and reports including *Harvard Business Review*, *California Management Review*, *Academy of Management Journal*, *Journal of Management* and *the Economist*.
- Selected chapters from CMI co-published management guides
- CMI research reports
- Best practice guides
- Interactive e-learning modules (approx 50 hours)
- A bank of some 150 summaries of creative and problem-solving techniques
- Self-assessment diagnostics
- Individual CPD recording and reporting, incorporating tracking of resources viewed in the service
- Daily updated news feed

Searching and Navigation

Searching and navigation is designed to be intuitive and flexible, and includes the following options:

- Free text search and Topic search
- Ability to limit the search to a particular content type
- Mapping of content to the National Occupational Standards (NOS) for Management & Leadership (or the organisation's own competency framework)
- The option to search content based on the user's available time (resources are categorised according to how long they take to deal with)
- A needs-analysis route into the content is provided by self-assessment diagnostics
- Multiple search filter capability is available in the e-journals service
- RSS feeds can be quickly set up in the e-journals service

Integral CMI membership

An integral feature of ManagementDirect is Affiliate membership of CMI for each registered user. Membership upgrades are available to those entitled to higher levels of CMI membership. Affiliate membership brings with it a range of additional user benefits which are included in the price information below, and is a way for the organisation to send a powerful signal to users about ongoing professional development, as well as providing further valuable, practical support in helping people achieve this. The additional benefits that come from CMI Affiliate membership are:

- [Ask a Researcher](#) – information requests answered within one working day by our highly experienced and skilled team
- [CMI Library](#) – browse the full collection of over 25,000 titles and receive free postal book loans dispatched within 24 hours
- CMI's dynamic [Online Community](#) and other social media including LinkedIn and Twitter
- Frequent branch and national [events](#)
- [Membership Matters](#) – CMI's e-newsletter for members
- [Free legal helpline](#) – business and personal law
- [BusinessHR](#) – templates for letters, contracts and policies plus a monthly update on legislative changes managers should be aware of
- [Professional Manager](#), CMI's membership magazine delivered electronically



Tracking and reporting

ManagementDirect has an integral CPD tracking system for the individual user. This tracks content items accessed and provides an option for these to be saved to an individual CPD record. There is also scope for offline and non-ManagementDirect activity to be included in this record via user manual input. Reports can be generated and learning activity can be linked to individual objectives, and to a personal development plan.

At an organisation level, detailed usage reports are provided in the first year in months 1/2/3/6/9/12 and in subsequent years in months 3/6/9/12.

Usage reports provide data for the global population and for client-selected sub-groups (organised by eg: seniority, geography or some other client-selected parameter).

Standard reports provide details of:

- individuals who have logged in to the service
- level of access to the different content-types
- most used content items
- most accessed keywords (search terms)

This provides valuable diagnostic reporting the organisation on the learning needs and behaviours of the user population.

More granular information is available as a customisation option.

Customisation

Customisation is an important optional element of the service which allows your organisation unique branding, diagnostic and content mapping alternatives:

- The web-based platform can be co-branded
- The home page can have links to your own relevant web-based materials
- The registration process can be customised so that managers identify themselves as part of a specific group (e.g. by location, job function etc); reports then provide usage data for those specific groups, including valuable diagnostic information on the learning needs and behaviour of the group
- Content can be mapped to an organisation's own competency framework as an alternative to the default National Occupational Standards framework
- Options to add valuable e-learning libraries

Support

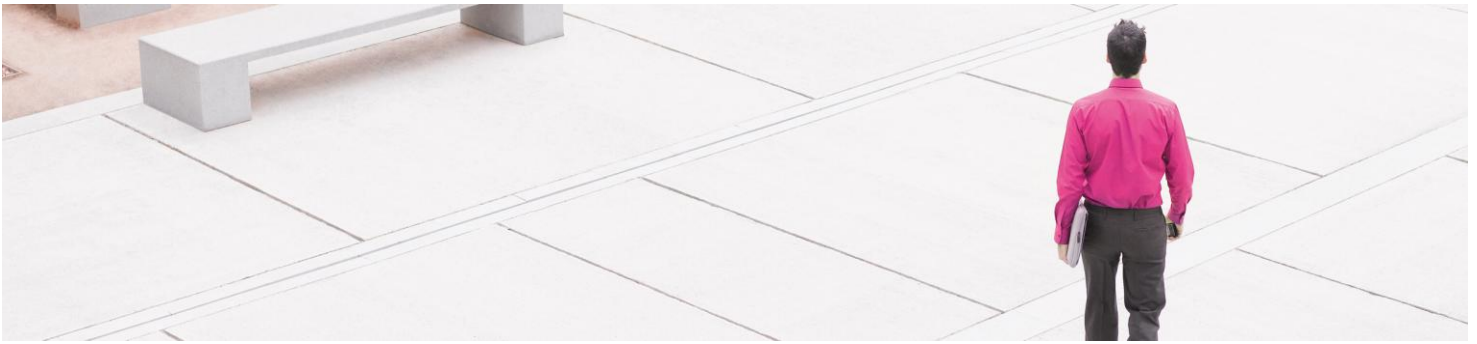
A full range of support services and materials is included in the cost of the licence, both at start-up and throughout the licensed period.

Implementation Support includes:

- Up to two face-to-face group briefings and up to two remote web demonstrations
- Product brochures
- Help with internal communications and collateral

Ongoing Support includes:

- Product help within the service
- Designated telephone/email support
- Log in reports at end months 1 and 2
- Quarterly usage reports from month 3
- Designated account manager
- Quarterly email newsletter for users



Upgrades

ManagementDirect is a constantly evolving service and upgrades are included in the annual licence cost. We provide two significant upgrades a year in addition to regular and ongoing updates and enhancement of the product content.

Benefits

Organisation

- Supports other internal L&D activities – scope for explicit support for/linkage to eg internal programmes to be built into the service as a customisation option
- Provides aids for internal training – resources to support internal L&D delivery (for tutors and learners)
- Organisational diagnostic - usage reports show learning needs across organisation, broken down by manager levels and business units, enabling more focused L&D planning
- Provides a strong self-directed element in the L&D environment; reduces reliance on high cost tutor-led development; enables more flexible learning delivery models to be implemented
- Supports/links to internal processes (eg: performance development review)
- Supports consistency in people development – access to common resources
- Quality assurance – CMI-generated, sourced and updated resources; ongoing product development and responsive product support

- Aligns content resources to internal competencies – content mapped to own competency framework as a customisation option
- Promotes internal competency framework in a practical context and helps bring it to life where this customisation option is implemented
- Supports internal learning culture
- Enables an immediate response to identified learning needs (learners don't have to wait for a course to be scheduled)
- Sends a strong signal of organisational commitment to employees, and via CMI membership, of commitment to their personal development
- User self-administered log-ins avoid organisational administrative overhead

Team

- Opportunities for social learning eg: leader videos in team meetings, “what other people are viewing” feature
- Consistent messaging, and common resources and branding, support shared language and culture
- Practical resources and advice support managers in handling challenging situations and developing their people



- Managers can point team members to resources relevant to development needs eg: in development reviews
- Extensive resources to support team development
- Resources have a strong practical focus, supporting a range of management levels
- Enables teams to take charge more of their management and leadership learning needs

Individual

- Practical management and leadership support – any time, any place, anywhere
 - Saves time – comprehensive resources in one place, easily accessible through multiple search and navigational methods
 - Personal development – resources accessed are tracked in individual CPD records; provides evidence for appraisals, personal development reviews
 - Diagnostic – self-assessment quizzes signpost relevant resources; e-learning modules incorporate self-assessment tests
 - Task support – action checklists for the 250+ tasks managers most often have to do
 - User-sensitive information source – responds to different learning styles through a mix of new/traditional media and a variety of access/search routes
 - Stimulus material to provoke fresh thinking – delivered through eg leader video case studies, summaries of key management thinkers
- Integrates with workflow constraints – search results are classified according to how long they take to deal with; the service is rich in “first port of call” resources for the time-poor manager; makes a reality of just-in-time learning
 - Research support – provided by eg 3000 e-journals and thousands of country/company/industry reports
 - Toolkit – the service goes beyond guidance eg templates provided for key business documents
 - Authoritative source – provides a window onto 700 other websites; greater assurance than using Google
 - Range of learning opportunities – content is mapped across the range of management competencies in the National Occupational Standards for Management and Leadership
 - Comprehensive CPD support provided by online resources together with membership benefits and services



Certificate No FS28404



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CMI, Management House, Cottingham Road
Corby, Northamptonshire NN17 1TT
Tel: +44 (0)1536 204 222,
Fax: +44 (0)1536 201 651
www.managers.org.uk