

## Institute of Directors



The Institute of Directors' (IoD) Company Direction Programme has been delivered at the Isle of Man International Business School by the University of Salford in conjunction with the IoD since 2002. In November 2006 the Isle of Man Department of Trade and Industry announced funding for the Certificate and Diploma on the Island (see page 8 for contact details of the DTI). To learn more about the IoD, visit [www.iod.com](http://www.iod.com)

The Company Direction Programme is comprised of seven short courses, each concentrating on particular aspects of the Director's and Board's role. The first six courses make up the 'Certificate' which then leads on to the 'Diploma in Company Direction'. The Certificate plus Diploma totals 13 days face-to-face, intensive training blended with 2 days of e-learning. With short, stand-alone courses making up the total programme, this flexible approach makes it easier for you to fit learning into your busy schedule.

### About you

You are, or aspire to be, involved in a company administration or directorship

role and want to enhance your skills and knowledge to better understand leading practice and ensure that your business is run effectively.

### By studying on the Company Direction Programme you will:

- Attend a series of short courses designed specifically and exclusively for current and aspiring company directors.
- Focus on important boardroom issues - covering legal, strategic and financial issues - and many other aspects of board-level activity.
- Learn from experienced professional speakers, all used to operating at board level and with a wealth of knowledge in their field.
- Learn from your interactions with, and the shared experiences of, fellow course participants to discover the real issues of company direction.

### What will you learn?

You may attend any or all of the courses listed below and you do not need to be an IoD member to take part. Course dates are flexible and where possible fixed after consultation with delegates.

### MORE INFORMATION

For further information about enrolling on this programme, please **do not contact The IBS**, please contact:

**Sue Smart**

### IoD Programme Administrator

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### Your prospects

On passing the exams for the Certificate and Diploma in Company Direction you will be eligible to proceed to the prestigious award of Chartered Director (CDir) and claim your position as a world class director. The Chartered Director qualification is available only to directors who have demonstrated the requisite knowledge and experience to act in this professional capacity and is the only internationally renowned award that will recognise your capabilities as a director. Visit [www.iod.com](http://www.iod.com) for more information.

Certificate in Company Direction	<b>1.The Role of the Company Director and the Law</b>	2 days + 1 day e-learning	An introduction to the role, duties and legal responsibilities of a director and the workings of a board.
	<b>2.Finance for Non-Financial Directors</b>	3 days	Focuses on the financial terms and concepts needed by all directors in today's business world. You will then be in a better position to assess the financial strategies developed by your organisation.
	<b>3.Strategic Business Direction</b>	2 days + 1 day e-learning	Addresses the fundamental role of all directors and boards: setting the strategic direction of the organisation. It provides directors with the knowledge and understanding to improve their strategic thinking and their role in the development and implementation of strategy.
	<b>4.Effective Marketing Strategies</b>	1 day	An examination of marketing from a strategic, boardroom perspective. You will learn to apply a range of marketing techniques and examine the effectiveness of your current marketing structures.
	<b>5.People Mean Business</b>	1 day	Examines the issue of aligning human resource strategies and employee behaviour to the organisation's vision, mission, ethics and values. Also provides the legal and professional frameworks within which directors can enhance the investments made in people, so adding value to the business.
	<b>6.Leading Strategic Change</b>	1 day	Examines how the board provides direction and leadership in the formulation and implementation of strategic change. Covers the board's role in creating a culture committed to change; the director's role in leading change; the strategic issues, opportunities and pressures for change; planning strategic change; and implementing and reviewing change.
Diploma	<b>7.Developing Board Performance</b>	3 days	This course provides an opportunity to put into practice the knowledge gained from the Certificate in a realistic and safe environment. It encourages peer group support, challenge and stimulation, mirroring in many ways the operation of a board.