



The Institute of Directors Company Direction Programme

The modular way to complete the director development programme

“The ever growing challenges of operating in the corporate and institutional sphere have added considerably to the need for its leaders, and those who aspire to be leaders, to develop the skills and tools needed to steer a successful course. The Commission, which itself requires its regulated community to maintain high standards of governance, has for some time recognised the benefits that can be gained from studying to become a Chartered Director and, on that path, the IoD’s Certificate and Diploma in Corporate Direction. The Commission has supported a number of its own directors in doing so.”

John Harris, Director-General, Jersey Financial Services Commission

About the Institute of Directors Company Direction Programme

This 13 day modular programme (with an additional e-learning element) offers the IoD Certificate and Diploma in Company Direction. This is internationally recognised as the benchmark for directors, providing a robust and challenging programme to meet the needs of today's executives.

The Certificate and Diploma lead on to the prestigious qualification of Chartered Director.

The Certificate in Company Direction is an integrated, modular development programme encompassing the knowledge and awareness necessary for directors and leaders of all types of organisation.

The Diploma in Company Direction builds on this to further enhance a director's ability to apply the principles covered at Certificate level and to bring to bear their personal experience. A three day board simulation allows delegates to practice application, analytical skills and decision-making in a realistic but safe environment.

Chartered Director is the ultimate qualification for today's director and assesses the practical experience in gained in five key areas that are central to organisation direction and governance.

What are the benefits?

- Accredited and globally recognised programme providing a benchmark for director development
- Supports and maintains best-practice in corporate governance
- Programmes designed and delivered by directors for directors ensuring applicable, relevant and contextualised content
- Enhanced performance for individuals
- Enhanced performance for the organisation

The Programme

CERTIFICATE IN COMPANY DIRECTION

This four module programme is designed to provide you with the essential knowledge required by any director. The programme examines key issues such as leadership and governance, interpretation and applications of financial data and the employment of strategic management tools to enhance business performance.

▶ ROLE OF THE DIRECTOR AND THE BOARD - 2 DAYS

Outlines the key duties, roles and responsibilities of directors, corporate governance and the role of the board. The programme also looks at the crucial differences between management, direction and ownership and offers guidance on improving board effectiveness.

▶ FINANCE FOR NON-FINANCIAL DIRECTORS - 3 DAYS

Provides in-depth knowledge of financial terms and concepts to allow directors to monitor the financial health of their business and evaluate new business plans with confidence.

▶ THE DIRECTOR'S ROLE IN STRATEGY AND MARKETING - 3 DAYS

Introduces delegates to the key ideas and concepts for creating an effective organisational strategy. It considers the main approaches to strategic direction and marketing within the organisation, and will assist directors in their role of leading the strategic process.

▶ THE DIRECTOR'S ROLE IN LEADING THE ORGANISATION - 2 DAYS

Highlights the board's role in setting objectives, culture and values and the tools, techniques and resources to deliver corporate strategy. The programme demonstrates the director's role as a corporate leader in driving strategic change.

DIPLOMA IN COMPANY DIRECTION

Integrated with and building on the Certificate Programme, the Diploma Programme focuses on broadening and strengthening the director's understanding of strategic management thinking by bring together all the elements contained within the previous four modules through simulated board practice and review.

▶ DEVELOPING BOARD PERFORMANCE - 3 DAYS

A development module which allows delegates to practice application, analytical skills and decision-making in a realistic but safe environment. This develops and enhances the director's ability to apply principles covered at certificate level.

How to get started

JERSEY LOCATION

Grand Jersey
The Esplanade
St Helier
Jersey

2018 COURSE DATES

Role of the Director and the Board: 19 - 20 March 2018
Finance for non-Financial Directors: 23 - 25 April 2018
Director's Role in Strategy and Marketing: 23 - 25 May 2018
Director's Role in Leading the Organisation: 2 - 3 July 2018
Developing Board Performance: 15 - 17 October 2018

COST

Member: £7,500*
Non-Member: £9,000*
Certificate Examination: £400
Diploma Examination: £500

CONTACT

You can find out more about the IoD Company Direction Programme and make a booking by contacting the Director Development team.

Kirsten Higgins, IoD Jersey branch
T: +44 (0)1534 610 799
E: jedirector@localdial.com

Director Development Team, IoD London
T: +44 (0)20 7766 2601
E: professionaldev@iod.com

**Includes: catering, course materials and on-line learning.*