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April 2015



Welcome to *the Centre for Change Management* bulletin

We are very pleased to announce that we are now accredited with the **Institute of Leadership and Management (ILM)** for our modular learning programme.

Our accreditation is very different from our previous arrangement with EDI. Our modules now enable a candidate to receive a learning programme certificate from ILM in two different ways:

- By completing the assessment a candidate will receive an **Endorsed** ILM learning programme certificate for the module.
- Alternatively you can register for a **Development** certificate which the candidate receives for satisfactorily completing the course for the module without assessment.

These two different learning programme outcomes provide much more flexibility than before. The Development learning programme provides evidence of a training outcome equivalent to Kirkpatrick level 2 (knowledge); the Endorsed learning programme provides evidence of Kirkpatrick level 3 (impact on the organisation). See our [blog](#) about this.

We are a growing qualifications centre, interested in the subject of organisational change.

Our bulletin is designed to share our thoughts and insights in effective change management. Please share anything we publish with your clients and help us by adding your experiences and comments to our blog, twitter or facebook page:



If you'd like to know more about how our qualifications can add value to your change proposition, visit our website www.c4cm.co.uk, email me at amanda.muscat@c4cm.co.uk or call me on 0117 230 5091.

Regards

Amanda Muscat
Marketing & Communications Director

Using qualifications to demonstrate value

The purpose of C4CM is to enable training companies to offer qualifications as part of their training packages to their customers. Why would a training company want to do that?



The obvious answer is the success of PRINCE2 and APMP qualifications in attracting candidates to training courses. They demonstrate a value to the customer: a badge to go on the CV and get through a job application sift!

However, most training is bought by organisations for their

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News

C4CM goes with ILM!



C4CM have now been approved as a **Recognised Provider** by the Institute of Leadership and Management ([ILM](#)). ILM are the leading and largest accreditation body for Management education in the UK; they are part of the [City & Guilds](#) group.

PMI forum on Too much change



employees -- who already have jobs. So how can qualifications demonstrate value to an organisation? The show that the training has an impact on the performance (capability and capacity) of the organisation and thus a clear return on training investment. Do you do that for your commercial customers?

An ILM Endorsed qualification from each of our modules provides evidence of the use of skills and knowledge from the training in the workplace. Each qualification demonstrates clear added value. This is Kirkpatrick level 3. See our blog about this topic called "[Better Training Outcomes](#)".

Just to make the point about the advantage of C4CM modular qualifications. A PRINCE2 qualification takes 5 days of opportunity cost to the employer, delivers no obvious benefit to the employer, and almost four-fifths of the knowledge is lost within weeks. That is Kirkpatrick Level 2.



What do you think? [@C4ChangeMgt](#)

Return on Investment

Our qualifications show a return on investment because they require evidence of competence in the workplace. This means you can demonstrate an impact to the customer's business and their organisation capability.

[Contact us](#) to see how we can support your customers seeking competence as well as knowledge.

Don't forget our blog



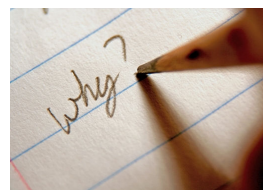
Here are our two latest blogs on the blog site. Please [click through](#) and browse the rest of the site for useful content and comment.

Aim Higher, Be Better?

Why would any manager invest in training their staff if their organisation is not going to benefit from it? Well it turns out that most managers do exactly that. This blog will look at what outcomes are available, what needs to be done to achieve them, and how C4CM can help you aim higher and get better returns on your training investment.. [Click here.](#)



Where projects end and change begins



In a recent Prosci article the author provides useful questions to elicit the value of doing people change on top of a delivery project. I also find that many people in the project world just don't get the 'change' bit. They don't see that the difference between a project and a programme is people successfully changing their behaviours. [Click here.](#)

Skills and training assessment

For more about our qualifications and assessment visit our website www.c4cm.co.uk.

If you are interested in including our qualifications in your learning portfolio please contact Amanda on 0117 230 5091 or email me at amanda.muscat@c4cm.co.uk.



C4CM™ is a Recognised Provider of the Institute of Leadership and Management (ILM).

A PMI forum meeting on Too Much Change was held at the Bank of America in Chester on April 14th. We helped the organisers design the event and recruit speakers. Liz Stokes (on the left above) of the Bank of America talked about using a PMO to provide strategic help in managing change. Vicki Craven (on the right) talked about her award winning experience at Cheshire West and Chester Council in using Change Advocates at the Council as a tactic for managing too much change.

Vicki was the lead at the Council who worked with our associates [Aspire Europe](#) and ourselves to develop the [Change Advocates programme](#). All of the Council's change advocates took and passed our [People and Change qualification](#).

#tweet of the week

We re-tweet ideas and comment from close associates:

This one is for us!

[@ILM_UK](#)



Brilliant! We are now a Recognized Provider for @ILM_UK learning programmes <http://buff.ly/1OwBgLv>

Follow us on [twitter](#)



All of our modules are available as Endorsed: a workplace assessment must be passed; or Development: on completion of the module without workplace assessment.

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C4CM | The Wool Hall, 12, St Thomas Street, Bristol, BS1 6JJ
| amanda.muscat@c4cm.co.uk | www.c4cm.co.uk | 0117 230 5091 |

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C4CM | The Wool Hall | 12, St Thomas Street | Bristol | BS1 6JJ | United Kingdom