

# Chartered Management Institute

## Learning Strategy & Change Management

**CMI, a membership-based organisation with a Royal Charter responsibility to raise management and leadership standards in the UK, needed to change their management training model to suit 21st century demands.**

With 70,000 individual and 400 corporate members, the company had to ensure a healthy financial outcome from their commercial strategy.

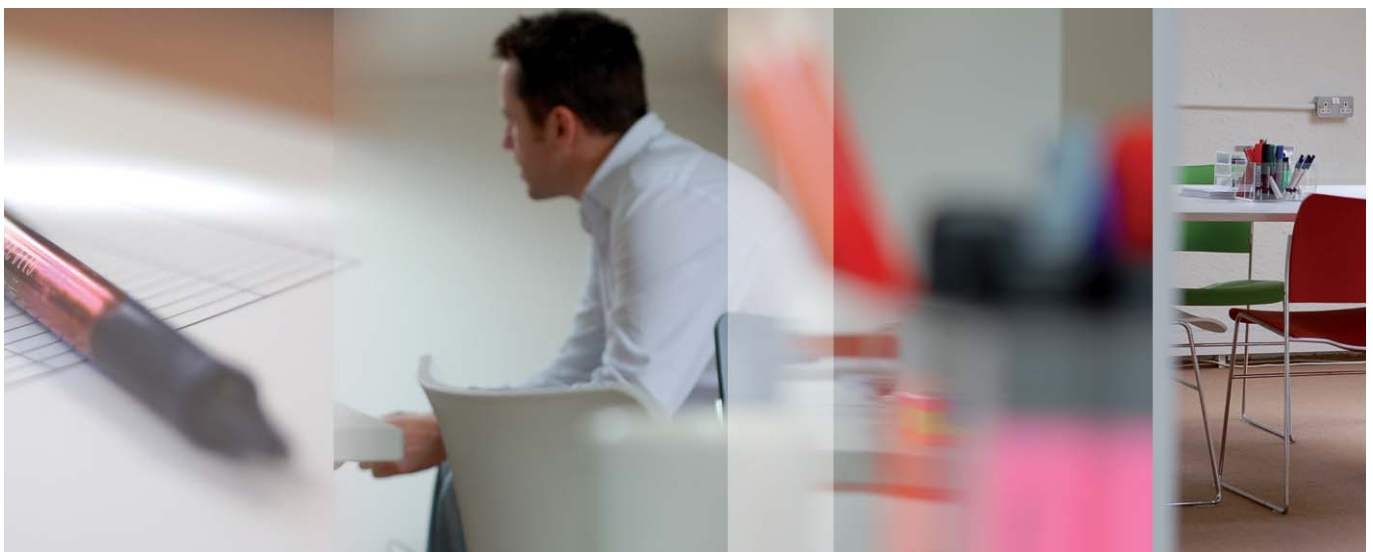
Reasons for choosing LINE:

- LINE's direct experience in blended learning for commercial ends
- LINE's approach to mixing learning, communications and knowledge management as one output
- Ability to facilitate change with limited involvement

### Solution:

LINE was involved in three work streams:

- **Technical Strategy:** LINE developed a technical strategy for CMI by proposing a number of routes for delivering the necessary technical infrastructure, resulting in CMI buying a Learning Management System from LINE's proposed shortlist.
- **Content Strategy** – in developing a content strategy, LINE proposed a range of approaches to how common management issues could be delivered as scenario-based learning on a PC.
- **Change Management** – LINE devised a change management approach which focussed on taking an organisational snapshot of the key issues for managers and staff; a series of structured face-to-face interviews and a summarising round table discussion with the senior management team. All of these underpinned the change programme which is now well under way.



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### Results:

The client was delighted with LINE's input which provided the underpinning to the change programme which is now well underway.

Part of the success criteria was to deliver a strategy and plan that could be implemented internally – using existing resources.

LINE delivered the plan and then went on to deliver other aspects of the CMI ambition (namely a number of scenario based modules on management issues).

### Feedback:

“The consultancy project which LINE completed provided CMI with the foundation we required to implement a major cultural and infrastructure change programme. Their work provided the detailed routemap we followed to undertake the changes required and to communicate this effectively to our people. For an established and traditional organisation such as ours, this work was instrumental in effecting the strategy to make CMI ready to bring a new offer to the marketplace.”

Tricia Williamson, Director, CMI Enterprises

## How can we help you?

Our consulting services include:

### Business

- HealthCheck
- Strategy for learning
- Managed services
- Benchmarking

### Learning, Knowledge & Communication

- Learning transformation
- Design Academy
- Informal & user-generated learning
- Facilitation
- Leadership development
- Change management

### Technology

- Technical strategy for L&D
- System selection and procurement
- Platform integration: handheld / mobile

## Want to know more?

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