

## A face-to-face program for Middle Managers on a Leadership Journey.

Are you on a leadership journey looking to set yourself apart and fast track your career advancement? This program is for you.

This high impact management program includes a range of essential topics covering the management skills and business knowledge you require to successfully navigate the challenges faced in today's work place.

Your successful completion of our globally recognised certification course will position you as an emerging leader, having earned the right to use the post nominal CertM.

## Membership Benefits

- The right to call yourself a Certified Manager and use the post nominal - CertM
- Access to a pool of expert speakers, consultants and business academics
- Membership of an exclusive cohort of peers
- Access to online business resources at [www.iidmglobal.com](http://www.iidmglobal.com)
- The right to use the post nominal AMCEOI denoting your Associate Member status of The CEO Institute

## Certification

Candidates with a minimum of three years' management experience who successfully complete the Certified Manager 4 Day program, and have subscribed to the International Institute of Directors and Managers (IIDM) at [www.iidmglobal.com](http://www.iidmglobal.com) are automatically awarded Full Certified Manager Certification.

## Program Structure

The Certified Manager 4 Day program provides content that is contemporary, relevant and reflects real value for cohort members.

The 4 full day meetings are held monthly over four months. A total of 12 topics delivered over the course of the program, with 3 topics covered each day. In order to ensure the program topics remain relevant and reflect the cultural and business practices of the region, each program has its own special uniqueness in regard to the selected topics.

All topic presentations include some interactive learning/ workshop activity by the participants. Expert speaker topics are derived from The CEO Institute's Curriculum Framework which comprises the 15 subject areas listed.

## Curriculum Framework

1. Leadership
2. Business Planning & Strategy
3. Managing People
4. Marketing
5. Financial Management
6. Data Analysis
7. Business Models
8. Social Responsibility & Ethics
9. Corporate Sustainability
10. Corporate Governance
11. Managerial Economics
12. Managing Innovation & Creativity
13. Critical Thinking
14. Technology & Connectivity
15. Global Business

