

## How to get started

**Jersey Location:** Grand Jersey  
The Esplanade  
St Helier  
Jersey

**2012 Course dates:** *Role of the Director and the Board*  
14-15 March 2012

*Director's Role in Strategy & Marketing*  
27-29 March 2012

*Director's Role in Leading the Organisation*  
23-24 April 2012

*Finance for non-Financial Directors*  
15-17 May 2012

*Developing Board Performance*  
2-4 October 2012

**Examination dates:** 20 June 2012  
7 November 2012

**Cost:**

Member:	£6,000*
Non-Member:	£7,450*
Certificate Exam	£310
Diploma Exam	£410

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

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



## 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.

## Why take the accelerated route?

- 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

### The 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 & 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.

### 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.

*“ Jersey has over 4000 companies operating in a range of sectors. The success of these companies is strongly dependent on the skills of the owners, directors and senior managers. Jersey Enterprise supports any qualification, such as the IoD's Chartered Director, which raises these skills and improves the performance and success of any local organisation ”*

Jersey Enterprise