

# Nurturing the next generation of leaders.

## Advocacy pack

March 2022



## Dear Institute of Leadership & Management members

How can we inspire a new generation of leaders? It is a question I ask every day. Leadership is a journey, not a destination. Leadership takes place across all levels in an organisation. Therefore, we work with all leaders wherever they are on their leadership journey, from first-time or aspiring leaders, to C-suite managers. How much easier would your journey have been if someone had guided you from the start, and given you the tools to lead from day one?

Now it's your chance to help us inspire the next generation of leaders on their leadership journey. We are asking you to promote leadership to your profession and continue the legacy of 75 years of The Institute's vision, to inspire great leadership, everywhere.

And what could be more inspiring than real examples of what members of our active community, like you, can achieve? First-hand examples that really illustrate what is possible i.e. being a member of The Institute can genuinely change your leadership journey. Your story is inspiring. Your experience is unique. You can help shape an individual's journey and set them on a path to success.

This pack contains everything you need to get involved with encouraging, inspiring and mentoring aspiring leaders. I hope you find it useful.

*John Mark Williams*

CEO, The Institute of Leadership & Management



## Why get involved?

The Institute of Leadership & Management is the preferred route to achieve leadership excellence. By sharing your experiences, you can inspire people with your expertise and help them understand what they can expect by joining us and completing our online learning programme. Your insight will help to shape their future.

### What are the benefits for you?

- Raise your profile as an experienced thought leader.
- Enhance your reputation as a Member/Fellow of The Institute.
- Enhance your CV and LinkedIn profile.
- By participating in webinars and speaking events, you will be seen as an influencer on key leadership topics.
- Ensure that The Institute of Leadership & Management continues to grow as the leading body for professional leaders.

### What are the benefits for an employer?

- The opportunity to develop talent in a way that best suits your business.
- Capitalise on ideas suggested by talent and tailor this to your business.
- Engage the next generation of leaders.
- Stem the Tide of Turnover. Thrive during these times of high turnover, and to attract and retain employees for the future.
- Enhance your brand reputation by supporting talent and linking this to your corporate social responsibility.

## What you can do

### Showcase your Leadership credentials

Use the support and recognition of The Institute of Leadership & Management credentials to evidence your expertise.

- Use your post nominal letters after your name.
- Add your digital credentials to LinkedIn.
- Add your grade and digital creds to your biography.



### Get social

- [Share your digital creds](#) to celebrate your success and build awareness of The Institute.
- Use our # to promote specific campaigns
- Tag us in your posts, to highlight how important leadership is to you.
  - Twitter @InstituteLM
  - LinkedIn @The Institute of Leadership & Management
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The digital badges and online accreditation process is first class – the interview with a real person is an excellent touch. First class team, keep up the good work!

– Jo McDowall MInstM, The London Coaching Space

### Be active in your local community

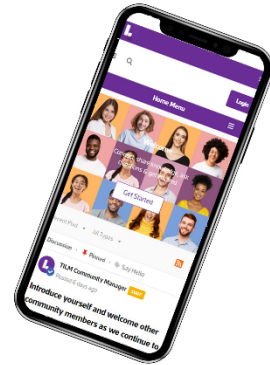
Aim to become well known as the leadership expert who nurtures and supports local communities.

- Visit business hubs, colleagues, and universities to share your experiences and to inspire people do better.
- Visit local businesses to influence new talent.
  - For young people from disadvantaged backgrounds, meeting successful leaders can be a transformational experience, especially if members have come from a similar background and are prepared to share the challenges that they have had to face along their own career pathway.

### Get active on The Hub (our community forum)

- Support other managers and leaders with your expertise, advice and guidance.
- Pose thought provoking questions, to initiate conversations.
- Get involved with 'other' conversations to facilitate further discussion and learning.

### [Access the Hub](#)



### Champion leadership in your business and across your network

- Reference The Institute's content in Internship programmes.
- Be advocates of The Institute by encouraging your network to either become members or talk to us about our leadership development solutions– leadership is for all.

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Leadership to me is being curious about possibilities. The Institute website has really opened my leadership to new learning by exploring new thinking and skills. I would encourage all leaders to engage their teams in the programmes on offer through The Institute of Leadership & Management.

– Steve Playford FInstLM, Leadership and Wellbeing Consultant

### Become the master of your own content

- Host your own podcasts and webinars, referencing us in your content.
- Generate blog posts using your credentials, to add validity and integrity.
- Share your research with us – we host 'approved member research' on our website.

### Share your experiences

- Share your Inspirational leadership stories with The Institute. There is nothing more helpful and reassuring than hearing from someone who has been there and done that.
- Become a guest speaker at our events – share your opinions and views to a large audience, broadening your reach.
- Get involved in our masterclass' and special interest groups, to enrich and help other leaders and managers.
- Write a Voices posts – Real voices from real people, sharing their challenges and successes.

## How has leadership impacted your life?

For these individuals, it has played a significant role - not only in their career, but in life as a whole. Their journeys make you feel good and encourage you to stay on track with your personal development, despite the potholes and setbacks.



**Rosie Mead**

Rosie is the Managing Director of a not-for-profit organisation called **Musica Music and Wellbeing CIC**. They support the well-being of people living with dementia, by empowering healthcare professionals to embed music into daily dementia care.

[READ ROSIE'S STORY](#)



**Melissa Doman, M.A**

**Organisational Psychologist**, Melissa, shares how she helps companies, leaders, and individuals to constructively and realistically talk about mental health at work.

[MELISSA'S PERSPECTIVE](#)



**Jim Rees**

Jim is a Motivational Speaker and Executive Coach, teaching organisations and their leadership teams the importance of developing Emotional Intelligence. Jim is also the Author of the book, **'Vicious Cycle'**.

[JIM'S LEADERSHIP JOURNEY](#)

## How we can support you

Our dedicated Stakeholder Engagement Manager, Jane Nicholson-Biss, is keen to help support you, support us.

Jane is happy to discuss any ideas you have and, by 'getting to know you,' can identify great opportunities that will help boost your success. For example, we might draw on your skills to host webinars or masterclasses run by The Institute, giving you more exposure. Alternatively, you might need some collateral from us or access to some resources, for a speech you are doing

Either way, we're here to help.

## Interested?

Get started with some of the ideas we have proposed in this document, then give Jane a call, so we can agree how you can develop these opportunities further.

Thank you.

Jane Nicholson-Biss

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