



## ManagementDirect

### Helping you build a more effective workforce

In today's business environment it's all about working smarter – improving efficiency and maximising resources to maintain your competitive edge.

ManagementDirect, the definitive online management and leadership resource from CMI, helps you do just that.

It delivers all the support needed to ensure your managers are performing at the top of their ability and making a positive impact on your bottom line.

From just 10p per manager per day,\* this cost-effective, web-based application enables your managers to tap into the extensive resources and expertise of CMI without spending time away from the office on expensive training days.

Plus with free Affiliate membership providing over £1,000 worth of practical advice, ManagementDirect offers an invaluable source of information for the day-to-day responsibilities of today's managers.

With checklists, research reports, e-learning modules, podcasts and more, ManagementDirect supports your managers like no other online resource, helping them perform more effectively for your business.

What's more, you can customise the application with your own branding so that it forms an integral part of your organisation's training and development programme. And you'll be given a designated account manager to give you all the support you need plus two software upgrades per year to ensure you benefit from all the latest enhancements.

It's simply the most cost-effective way of helping you build a more skilled workforce that will give you a greater return on your investment.

\*figures based on licensing for 499 managers

For more information or to arrange a free demonstration call

**01536 207 404**

e-mail [employer.engagement@managers.org.uk](mailto:employer.engagement@managers.org.uk)  
or visit [www.managers.org.uk/MDirect](http://www.managers.org.uk/MDirect)



### Touchstone Renard

London office  
11-15 Betterton Street, Covent Garden  
London WC2H 9BP, United Kingdom  
Tel: +44 (0)20 7866 8123

[www.touchstonerenard.com](http://www.touchstonerenard.com)



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**WORTH £7500** **e-learning modules**  
 From developing a management style to the principles of project management, this comprehensive range of interactive e-learning modules will ensure your managers have all the skills and knowledge required to grow and develop your organisation.

**WORTH £3000** **Leader videos & podcasts**  
 With 24/7 access to podcasts and online videos covering real-life management issues, managers can minimise time away from the workplace saving their time and your money.

**WORTH £3000** **Document outlines & research summaries**  
 Key business initiatives such as devising a marketing plan and the most important issues in management delivered in easy-to-digest summaries. Quick and easy to understand, these documents enable managers to save valuable time researching need-to-know information whilst saving money for the organisation.

**WORTH £3000** **Thinkers**  
 Concise summaries of the thoughts and ideas of major theorists and thinkers that help improve your managers' problem-solving and leadership skills, giving them less problems and more solutions.

**WORTH £1900** **Published articles**  
 A database of articles from Professional Manager – CMI's leading management publication – means your managers can apply the latest thinking and practice to your business, ensuring you are more effective, efficient and profitable.

**WORTH £4100** **Checklists & definitions**  
 By giving your managers access to over 250 practical checklists and definitions, you can be sure your managers can handle anything that is thrown at them.

**INVALUABLE** **Continuing Professional Development (CPD)**  
 Our CPD offers a structured framework to improve and evidence professional development. It's an excellent way of demonstrating and measuring the added value your managers bring to your organisation.

**INVALUABLE** **e-journals**  
 Access to thousands of management-related online journals, publications and research documents offering the latest industry insight that keeps your managers ahead of the game and ensures your organisation is too.

**INVALUABLE** **Social networking**  
 Facebook, LinkedIn, blogs and online forums provide the opportunity to make connections and participate in lively debate, share ideas and begin dialogues. This external perspective adds an extra dimension not just to learning but also to day-to-day work situations.

**VALUE £35 PER CALL** **Free 'Ask a Researcher'**  
 Why have your managers with their heads stuck in research when CMI can save them and you the time. Our trained researchers will get answers to managers' questions within one working day enabling more time to be applied to other high-priority tasks.

**INVALUABLE** **CMI library**  
 It's the largest library in Europe dedicated to management and leadership with over 25,000 titles, so whatever information is required rest assured we can source it and post it the same day, completely free of charge.

**INVALUABLE** **Membership Matters**  
 A monthly e-update of the latest leadership and management news that enables managers to keep abreast of current issues and enhancements to online resources such as ManagementDirect that your business can benefit from.

**INVALUABLE** **Professional Manager online**  
 Our exclusive e-magazine packed with informative features, interviews and all the latest management news – an essential read for managers who want to excel in their role and be involved in the issues other managers are talking about.

**WORTH £360** **Business HR**  
 For no additional cost CMI's Business HR resources offer customisable templates for key business forms such as policies, letters and contracts, as well as a monthly e-newsletter that advises of essential changes to HR legislation. This means there is no need for costly outsourcing to determine whether your organisation is up to date and complying with legislation.

**VALUE £35 PER CALL** **Legal Helpline**  
 Not sure on a point-of-law? A qualified solicitor is on the case, calling back within the hour with initial advice on available options and possible outcomes for those times when an issue unexpectedly arises and an answer is needed fast without incurring additional cost.

For more information or to book a demonstration call  
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 or visit [www.managers.org.uk/MDirect](http://www.managers.org.uk/MDirect)