

CPD qualifications

commercial skills

CIPFA Diploma



about the course

The public sector is becoming more commercial in its outlook and practices, driven largely by continuing budget pressures, the need to generate extra revenue and to effectively manage an increasing number of partnership arrangements, joint ventures and private sector contracts.

CIPFA's Diploma in Commercial Skills – formerly the Commercial Mini MBA – is designed to help you meet these challenges head-on while retaining your public sector ethos.

The course follows a similar format to a MBA course, using a very high level overview of core techniques taught in business schools, namely: strategy, marketing, commercial finance and operations.

It will help you to develop a commercial approach to planning, designing and delivering services and on completion of the course, you will be equipped with the knowledge and skills to:

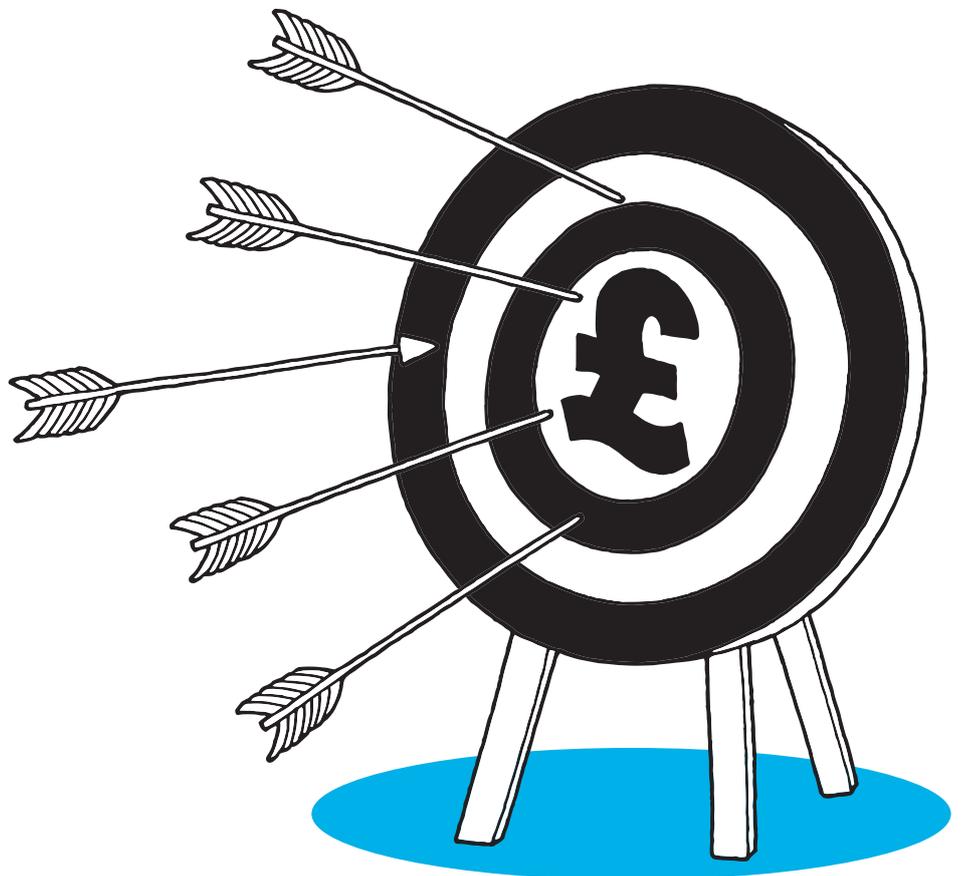
- define what 'commercial' and 'commercial strategy' means for you and your organisation
- more readily identify and exploit commercial opportunities

- change your own and your colleagues' attitudes toward opportunities and risk and become more 'risk savvy'
- be better able to judge what is possible from a financial, political and managerial standpoint.

It is also a chance to develop (or consolidate) a skill-set that is both critically important and relatively scarce for the public sector.

Who is the course aimed at?

The course is aimed at managers and their professional advisers in finance, HR and other disciplines looking to develop a more commercial mind-set.



course outline

The course is delivered in a series of workshops, described below.

Strategies for commercialism (two days)

This workshop is an intensive introduction to commercial strategic analysis and strategy-making techniques and tools:

- The overall commercial strategy – goals and broad plans for achieving them
- Analysing the external competitive landscape to identify opportunities and threats
- Analysing the internal organisation and its cultural preparedness for a commercial approach
- Beneficiaries, users, customers and the sources of income and funding from commercial activities
- Identifying the strategic options, selecting those that are most useful and communicating them to the right people

Finance for commercialism (one day)

This workshop is an overview of the basics of commercial finance and how it helps decision makers and managers:

- Jargon-busting cash flow, profit, cost behaviour, competitive pricing and value
- Business case preparation and managing cash and profit

Marketing a commercial service (one day)

This workshop highlights the most important tools and techniques for creating and keeping, satisfied stakeholders:

- The need to focus on the customer and the ‘value proposition’ – balancing what they want and what you can deliver commercially
- The concept of service innovation, identifying new products and services
- How to create and nurture enduring relationships with stakeholders, effective communications, contracting and negotiating

Implementing a commercial approach (one day)

This workshop consolidates the whole programme and focuses on the implementation of a commercial approach:

- A review of the entire programme highlighting the key areas
- An overview of possible commercial approaches to serving the market and the implications for the organisation’s strategic aims, customers and staff
- How to design and implement operating models that enable effective and sustainable commercial operations
- The need to ensure risk is well managed

Duration

The CIPFA Diploma in Commercial Skills is completed over four to six months. This includes:

- five days of classroom learning
- approximately 50 hours of additional work to complete the assessment requirements.

Assessment

For each module you will be asked to submit a written assignment in which you demonstrate your understanding of the learning and your ability to transfer it to your work place and into your own work practices.

Your assignments will be marked against assessment criteria which will be shared with you and your course tutor will be there to provide support and guidance throughout.

Accreditation

On successful completion of the required units and associated assessment, you will be awarded the CIPFA Diploma in Commercial Skills. The Diploma has been mapped as broadly equivalent to a level seven (post-graduate) qualification in relation to the degree of challenge.

CIPFA membership

On successful completion of the programme, you can apply for CIPFA Affiliate membership. If you're not already a CIPFA member, this is a great way to access a wealth of resources and networking opportunities.

To find out more and apply, click on 'Other professionals' at: www.cipfa.org/join

Pricing

Delegates pay £2500 + VAT

A 10% discount is available to all CIPFA members.

The course fees include:

- Tuition and all course materials
- Assessment, marking and moderation
- Certification

How to book

Search for course dates and location details at: www.cipfa.org/commercialskillsdiploma

Or phone: **+44 (0)20 7543 5600**

In house delivery

The programme can be delivered in-house at your location, saving you valuable time and money.

This is especially cost-effective for organisations interested in training a number of individuals or whole teams. It also allows us to tailor the course content to your organisation's unique needs and context.

For more information about running the programme in-house, contact us at: InHouseTraining@cipfa.org

Your CPD

All CIPFA training counts towards your continuing professional development (CPD). If you are a CIPFA Chartered Member, you are required to undertake a minimum of 20 hours of relevant CPD activity each year as part of maintaining your professional competence and to develop skills and knowledge.

For full details visit: www.cipfa.org/cpd

This course carries

85
CPD hours

about us

Why train with CIPFA?

CIPFA has a long history of delivering outstanding training to finance professionals and public service leaders in the UK and across the world.

As the only professional body exclusively for people in public finance, we understand the market challenges and are committed to providing the best training and development tools to support practitioners at all levels of public service, throughout their careers.



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