

You Lead

Leadership development portal

Give **your** leaders the right tools for the job and the chance of a recognised qualification.

"Management is doing things right; leadership is doing the right things." Peter F. Drucker

*"I mean, I really didn't think I was as aggressive as suggested. Then, you suddenly see yourself at work acting in the ways that were described. It really has made a huge difference to the way I handle conflicts and interact with people now." – **You Lead** user*

You Lead e-learning – what is it?

You Lead is a unique leadership portal. It gives your organisation a focus for leadership development with over 30 hours of learning, as well the chance for learners from across the organisation to meet online and discuss leadership issues and share knowledge.

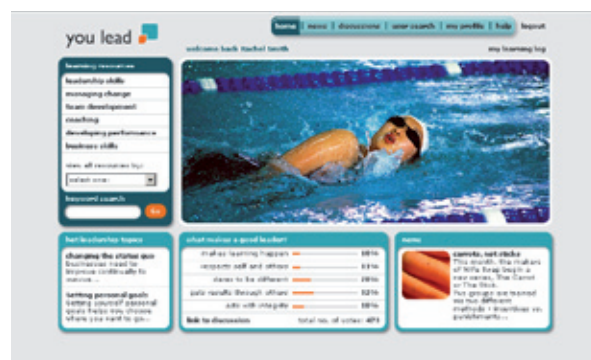
Who is it aimed at?

You Lead has been designed and written for line managers (and all organisational leaders). The purpose is to give your leaders the tools to enhance their leadership potential and the drive to advance their newly-developed skills in the workplace.



How does it lead to a qualification?

You Lead has the added incentive of an optional route to an academic qualification (Certificate, Diploma and BA Hons. Leadership) accredited by Ashcroft International Business School, at Anglia Ruskin University.



What type of approach does it take?

You Lead enables users to dip in and out or complete the whole course.

Content focuses on personal development. Learners are encouraged to bring their own experiences, not simply from their working hours but from their whole life.

Content engages learners by focusing on

leadership issues and role models drawn not only from within the organisation but also from contemporary society and popular culture - examining Richard Branson's leadership style, for instance, or the dynamics of team building within the Big Brother house.

Self-diagnostics and reflective questions challenge learners to think about what they want, where they stand and how it affects their behaviour.

This reflective approach gives learners a much stronger, and often surprising, idea of how they appear to, and affect, other people.

What's so special about You Lead?

You Lead contains a rich mix of e-learning design features to suit a wide variety of learning styles.

You Lead features news and articles, forums, and a range of functionality for collaborative learning.

The home page also offers news articles and hot topics that can be refreshed, magazine-style, each month, as well as a range of community devices like discussion forums and polls.

How is the programme delivered?

Purchasing the complete **You Lead** portal gives your leaders access to over 30 hours of e-learning hosted by Epic, taking the headache out of implementation within your organisation. Your learners will be provided with unique log-ins and can access the portal 24/7.

The screenshot shows the 'you lead' portal interface. At the top, there's a navigation bar with links for 'home', 'news', 'discussions', 'user search', 'my profile', 'help', and 'logout'. Below this, a user is logged in as 'Rachel Smith'. The main content area features a large banner with the text 'have you got what it takes...' and an image of a person running on a beach. To the left, there's a sidebar with 'learning resources' including 'business skills', 'managing change', 'team development', 'coaching', 'developing performance', and 'business skills'. Below this is a search bar and a 'keyword search' field. The main content area also includes a 'what makes a good leader?' poll with a bar chart showing results: 'makes learning happen' (10%), 'respects self and others' (11%), 'dares to be different' (28%), 'gets results through others' (32%), and 'acts with integrity' (18%). There's also a 'news' section with a headline 'carrots, not sticks' and a 'my learning log' link.

E-learning nudges: Specific learning chunks designed for Just-In-Time learning.

News: Monthly updates of relevant and timely leadership articles.

Links: Providing a list of relevant websites and additional resources where users can find out more about leadership.

Discussion forums: Knowledge-share with your peers.

Search facility: Quickly find the appropriate content for you.

Additional resources: Documents, links, surveys, publications etc

Diagnostics: Create a personalised study plan by analysing your development areas.

What are the aims of **You Lead**?

The learning resources cover the following key objectives:

- **Leadership skills:** This module develops awareness about your style of leadership and the impact your behaviour has on others. Explore and reflect on yourself and your role in the organisation
- **Managing change:** This module explores your attitude and approach to change and the key impact that this has on making things happen successfully in your organisation
- **Team development:** This module develops your skills as a team leader to achieve effective work performance
- **Coaching:** This module develops your skills as a coach to help your team reach their full potential
- **Developing performance:** This module develops your skills as a performance manager of individuals and teams
- **Business skills:** This module develops your range of business skills including project management, report writing and presentation delivery

What are the routes to a qualification?



Ashcroft International have validated a framework of leadership programmes that emphasise work based learning and offer organisations or individuals a flexible route to a recognised qualification.

The framework comprises:

- Individual Certificates of Credit
- Certificate in Leadership
- Diploma in Leadership
- BA (Hons.) Leadership

As an example, the Certificate in Leadership requires the participant to work through **You Lead** and the supporting materials and to undertake five academic modules:

- Leading Teams
- The Reflective Leader
- Leadership Self Awareness
- Performance Management and Coaching
- Leading a Change Initiative

Participants who do not wish to undertake the whole Certificate in Leadership, but have an interest in elements of the programme can choose to study specific modules from the programme and be awarded a Certificate of Credit.

The Certificate requires the participant to attend a one-day induction course, but can then be studied purely at a distance. A dedicated personal tutor is available for learning support. The duration of the certificate is 12 months.

For organisations who wish to take a more bespoke route to learning, workshops can be designed to support the content, or evaluate, challenge and reflect on the learning and development.

For organisations that already have internal training in place, there is the opportunity to look at mapping existing training interventions to **You Lead** learning initiatives, with the additional option of accrediting the training.

For participants who wish to continue in their studies, a Diploma in Leadership and BA Hons. Leadership is delivered through flexible blended learning.

What licensing options do I have?

- **Annual user licences** – opt to renew the **You Lead** licence year on year
- **Multi-year agreements** – set the tone for your future leadership training by ensuring access to the **You Lead** portal for more than one year and take advantage of our multi-year agreements

What support services will we receive after we've bought **You Lead**?

With over 20 years' experience in providing technical support, the Epic Service Desk (ESD) comprises an experienced and dedicated support services team able to resource all your technical support needs.

The ESD will manage the initial set up process and act as the point of contact providing technical support and assistance to you and your users when required.

How will I set up my users with access to **You Lead**?

- The ESD will manage the registration process and account set up, so your product is ready for use as soon as you decide to purchase **You Lead**
- We will support you and your learners via email and phone
- ESD can assist with setup of specific discussion forums and communities

How do you ensure the product is up to date?

- The ESD will manage subscriptions and renewals, make changes, updates and amendments to learning, notify clients and users where applicable, keep your product up to date and ensure ongoing success
- The ESD will also offer technical support and assistance to the user with regard to website and e-learning compatibility. ESD will correct functionality, supply monthly User Tracking Reports and moderate discussion forums

What technical specification do I need?

Hardware specification

- Minimum client specification
- Processor: Pentium III (or equivalent)
- RAM: 128 MB
- CD ROM drive: N/A
- Graphics: 800x600, 16bit

Software specification

Operating systems: The **You Lead** portal is designed to run on Windows 2000/XP.

Browser: The **You Lead** portal is designed for optimum performance with IE 5.5 and above for Windows 2000/XP.

What do I do next?

We will be pleased to arrange a demonstration of the programme from the **You Lead** portal. Please contact us to obtain log in details.

Epic professional Suite

You Lead is part of the Epic professional suite of e-learning programmes. Epic professional is designed to help organisations and individuals respond effectively to developments in HR, leadership and management best practice.

Other titles in the suite include Age Awareness and Absence Management.

For further details, please contact Epic on 01273 728686 or email epicprofessional@epic.co.uk