

Corporate and Management Development Centre

Zurich Financial Services Ltd

Zurich Financial Services Ltd. is an insurance-based financial services provider covering countries across Europe and North America. CMDC has worked in partnership with the organisation by enhancing and improving First Line Managers' skills with a flexible diploma that successfully builds on the foundation of the organisation's own in-house managerial development programme.



'Over the past two years, Zurich Financial Services has made a major investment in the development of First Line Managers - recognising the critical contribution this role makes to the business. Zurich was keen to seek a partner who would form a link between professional development and an internal accreditation process. Newcastle Business School has provided excellent support in building this development strategy. The flexibility of the NBS programme together with an understanding of our business needs ensure that both individual and organisational needs continue to be met.'

Joanne Tennick, Learning and Development Team, Zurich Services



Need

Zurich Financial Services, in its commitment to organisational excellence, already had an integrated management development programme. The company was keen to enhance this, if possible, with a flexible, intensive course that would compliment existing procedures while providing a fresh and innovative range of skills and knowledge.

Intervention

In January 2002 Zurich formed a learning partnership with the Newcastle Business School to use the Diploma in Management Development (DMD) in conjunction with their in-house programme. The 1-year, open learning course is designed as an introduction to management and explores issues

related to first time supervision and junior management. The programme covers skills such as managing self and others, achieving results and facilitating change. Candidates are assessed through work-based assignments.

Results

The inclusion of the DMD in Zurich's development programme has proved highly beneficial for a number of first line managers. Following the success of the partnership Zurich is working with CMDC to implement the design, development and accreditation of additional programmes for middle and senior managers. This is an exciting project that will lead to the company's suite of management development programmes being fully supported by appropriate academic awards for company participants.

If you would like to know more about any of our other work or if you have any other queries about the services we can offer your company, please do not hesitate to contact us
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