

Unit Title:	Provide strategic leadership and direction
OCR unit number:	3
Level:	7
Credit value:	6
Guided learning hours:	39
Unit reference number:	R/506/2117

Unit aim and purpose

This unit aims to develop the knowledge and skills required to provide strategic leadership and direction. Upon completion of this unit, learners will have developed an understanding of the characteristics underpinning strategic leadership and direction. Learners will be able to develop leadership and direction to achieve organisational objectives and will be able to evaluate the effectiveness of the leadership and direction of an organisation.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the characteristics underpinning strategic leadership and direction	The Learner can: 1.1 Assess the implications of corporate strategy and organisational development on organisational structures and workforce composition 1.2 Evaluate the influence of strategic choice on the structure, culture, leadership and direction of an organisation 1.3 Evaluate the role of strategic leadership and direction when operating in turbulent markets and periods of significant change 1.4 Analyse the characteristics and suitability of a range of leadership styles used to provide strategic direction 1.5 Evaluate the nature, influence and implications of an empowerment strategy	
2 Be able to provide leadership and direction to achieve organisational objectives	2.1 Evaluate the impact of leadership styles on strategic decisions 2.2 Align business processes to the achievement of strategic goals	

Learning Outcomes	Assessment Criteria	Additional Guidance
	2.3 Evaluate the impact of operational and financial strategies and objectives on internal and external stakeholders 2.4 Apply strategies to motivate employees and enhance their performance	
3 Be able to evaluate the effectiveness of the leadership and direction of an organisation	3.1 Evaluate tools and processes used to measure the performance of a business and its people 3.2 Benchmark an organisation's performance against its competitors 3.3 Evaluate the effectiveness of an organisation's employee engagement and employee relations strategies 3.4 Evaluate the environmental and social impact of an organisation 3.5 Identify areas for improvement in strategies relating to operational performance and the leadership of people 3.6 Identify areas for improvement in strategies relating to the social and environmental impact of an organisation	

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Management & Leadership (2012) National Occupational Standards:	CFAM&LBA1	<ul style="list-style-type: none"> Lead your organisation

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .