



Oxford Cambridge and RSA

OCR Level 7 NVQ Diploma in Management – Unit 2

Unit Title:	Develop strategic direction and leadership (B7)
OCR Unit Number:	2
Unit Number:	J/600/9604
Level:	7
Credit value:	10
Guided learning hours:	40

Unit purpose and aim

This unit will ensure that learners can develop and communicate and evaluate strategic direction across an organisation and develop their own leadership style.

Learning Outcomes	Assessment Criteria	Exemplification
1 Be able to develop own leadership	<p>1.1 Analyse own leadership style and use recognised leadership and management theories or models</p> <p>1.2 Develop a personal development plan based on analysis.</p>	<p>This may include:</p> <ul style="list-style-type: none">• The effect that different leadership styles can have on organisations• Own role, responsibilities and level of power• Own values, motivations and emotions, the effect that these have on their behaviour and on other people• Own strengths and limitations as a leader• Different theories, models and styles of leadership and how to evaluate these in the context of their own organisation• Leadership culture and capability of the organisation, including the strengths, limitations and potential of the people they lead• Sources of support which could be accessed to help develop their leadership capability• What should be included in a personal development plan.

Learning Outcomes	Assessment Criteria	Exemplification
2 Be able to develop and communicate an organisational vision, purpose and set of values	<p>2.1 Develop an organisation's vision, values and purpose in consultation with stakeholders</p> <p>2.2 Communicate the organisational plan that supports the vision, values and purpose</p>	<p>This may include:</p> <ul style="list-style-type: none"> • Meaning of organisational vision and values • Strategic direction and plans of their organisation • Legal, regulatory and ethical requirements of the sector in which the organisation operates • Expectations of external stakeholders and how the organisation wants to be perceived • Importance of creativity and innovation • Concept of leading by example • Most effective methods of communication • How to influence and inspire internal stakeholders.
3 Be able to review own leadership performance	<p>3.1 Analyse feedback from relevant stakeholders on own leadership performance</p> <p>3.2 Implement change and review personal development plan</p>	<p>This may include:</p> <ul style="list-style-type: none"> • Factors that influence their own ability to succeed as a leader • Measures that can be used to monitor success as a leader • Obtaining and using feedback on own leadership performance • Adjusting leadership style and personal development plans in the light of experience.

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which will need to be made available to the OCR external verifier.

Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. Assessment must be based on naturally occurring evidence from the workplace.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities. Simulation is not allowed for this unit.

Guidance on assessment and evidence requirements

You should consult with your assessor to agree the most appropriate sources of evidence available to you in your environment. **For this unit it is expected that your evidence will include witness testimony or some other form of feedback on your performance from both those to whom you report and those that report to you** (except if you do not report to anyone, for example, if you own the organisation). Further examples of possible sources of evidence are shown below but this is not a definitive list nor are the examples shown mandatory:

- Business plans that you have developed
- Copies of your CPD logs
- Plans or research into personal development activities
- Feedback from your colleagues
- Your personal development action plans agreed during performance review meetings
- Self assessment questionnaires that you have completed

Details of relationship between the unit and national occupational standards

This unit is based on the NOS produced by the Management Standards Centre (MSC)

Management and Leadership NOS unit B7, Provide leadership for your organisation

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

Resources

Stationery or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

- GOLD, J. THORPE, R. and MUMFORD, A. (April, 2010) *Leadership and Management Development*. ISBN: 1843982447
- <http://www.dalecarnegie.com/kc/>

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

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Evidence Record Sheet

Unit 2 Develop strategic direction and leadership (B7)

I confirm that the evidence provided is a result of my own work.

Signature of candidate: _____ Date: _____

Evidence reference	Evidence title	Assessment method	LO1		LO2		LO3	
			1.1	1.2	2.1	2.2	3.1	3.2

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: _____ Name (in block capitals): _____ Date: _____

Countersignature of qualified assessor (if required) and date: _____

IV initials (if sampled) and date: _____ Countersignature of qualified IV (if required) and date: _____

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