



INSTITUTE OF THE
MOTOR INDUSTRY

IMI ACCREDITATION MANAGEMENT

ASSESSOR ACCREDITATION

OVERVIEW & PROFILE

www.theimi.org.uk/ama



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What is IMI Accreditation Management?

IMI Accreditation Management is a voluntary accreditation scheme that works to improve the quality and consistency of automotive retail management and leadership (M&L). It provides an industry driven and recognised M&L benchmark. IMI Accreditation is governed by the IMI, which is the professional association for the motor industry and Sector Skills Council for the retail motor industry.

To achieve IMI Accreditation Management, an individual must demonstrate their M&L skills and knowledge across a range of disciplines at either first line, middle or senior management. IMI Accreditation is conducted by an approved assessor over the course of a day at a candidate's place of work. Candidates are assessed using a combination of observation, discussion, online test and practical exercises.

IMI Accreditation gives business

- A picture of what 'good looks like' in automotive management and leadership
- A framework to support, grow and retain good people
- A way to measure the critical management and leadership competencies
- Built-in flexibility providing recognition for managers from different job roles and sectors
- Easy implementation for employers and easy access for managers (no compulsory training beforehand)
- Ethical assurance for colleagues, employers and customers as candidates sign a code of professional conduct
- Skills and behaviour gap analysis
- A method to identify competent managers and leaders
- Insight into a manager's strengths and areas for development
- A cost effective return on investment
- Increased business awareness and improvement



IMI Accreditation Management give managers

- Personal insight into what they do well, where they could be better and how they can be more effective in role
- A personal profile that indicates their level across 16 critical competencies, report and record of achievement which is downloadable from a secure area on the IMI Accreditation Management website
- An indication as to areas that they could expand or grow their skills and competence
- The recognition, status and employability that goes with being accredited and entered on the Professional Register
- Certification that proves competence against an industry recognised framework
- A clear professional progression path
- Ongoing communication on management and leadership, industry news, and continuing professional development opportunities (discounted for IMI members)

What is the role of an IMI Accreditation Assessor

IMI Accreditation Assessors are accredited professionals trained to deliver on-site IMI assessments, invigilating the online test and organising and delivering candidates' feedback.

Assessors are skilled at facilitating and helping candidates to show their abilities in the best light. It is an assessor's role to:

- explain to the candidate the benefits, purpose and structure of IMI Accreditation Management
- assess the candidate's abilities using a range of methods, including observation competency based questioning, encouraging storytelling and making connections for the candidate
- judge evidence against competencies and make a decision regarding competency,
- give feedback and support on assessment decision and suggest actions for professional and personal development,
- accurately record assessment evidence and assessment decisions.



What makes a good IMI Accreditation Assessor

There are three key requirements for becoming an IMI Accreditation Assessor:

1. Knowledge of what good management and leadership looks like.
2. Ability to accurately measure someone's management ability (and give constructive feedback).
3. Ability to put a candidate at ease and help them demonstrate their skills and abilities.

To do this, an assessor will be able to:

- engage with a candidate
- conduct competency based interviewing
- assess and make sense of multiple evidence
- report and advise on evidence
- interpret a 360° appraisal
- coach and develop through feedback



What does a good assessor look like?

Discipline	Assessing for First Line Manager level	Assessing for Middle Manager level	Assessing for Senior Manager level
Engagement with candidates	Creates instant rapport, connection and credibility with the candidate	Creates instant impact as a credible assessor through direct and coherent communication	Creates instant presence and credibility with the business leaders through articulate communication
	Develops a relationship that makes the candidate feel comfortable in a non-threatening environment	Manages the expectations of a wide range of managers handling difficult conversations assertively	Impresses senior leaders with specialist management and leadership expertise across a range of business disciplines
	Sets a positive and fair assessment environment giving the candidate confidence and trust	Inspires the confidence and trust of middle managers and their line managers	Demonstrates strategic business understanding, contextualising global perspectives into relevant business practice
Competency based interviewing	Demonstrates strong basic questioning skills that specifically link evidence to predetermined criteria	Utilises a range of questioning skills, using criteria based methods, that seek out evidence to the highest competency levels	Adeptly applies a range of sophisticated and insightful questioning techniques to navigate effortlessly through levels of competency criteria
	Identifies the critical and relevant information through strong key word listening skills and recognition of relevant factors	Demonstrates a strong skills in criteria based interviewing using a flexible style to guide candidates to provide evidence at the right level	Intuitively uses reflective listening skills and non verbal clues to spot subtle connections and link a range of evidence to strategic areas and topics
	Applies funnelling questions appropriately and probes thoroughly into areas of inconsistency	Notices and questions inconsistencies, interrogating the validity of evidence and its relevance to critical criteria	Assertively challenges inconsistencies and confidently manages difficult conversations with persuasive senior people
Assessing multiple evidence	Quickly understands the whole business operation within the scope of an individual manager's role	Understands multiple business operations within the context of a range of different disciplines and environments	Insightfully understands the current strategic issues within complex business structures across a range of managerial levels
	Collects relevant evidence, allocates into the right competency areas, using recognised evidence based validation methods	Seeks out evidence from a wide variety of sources, instinctively recognising connections across the depth and breadth of competency levels	Recognises and appreciates the subtle and critical differences between higher sources of evidence at dimensional and global levels
	Accurately quantifies and assesses evidence at the correct level making accurate connections and objective evaluations	Interprets the finer detail within large multiples of evidence to make consistent, balanced and sound judgements	Intelligently assesses the value of high level competency skills levels by accurately linking to strategic business performance

What does a good assessor look like? (cont)

Discipline	Assessing for First Line Manager level	Assessing for Middle Manager level	Assessing for Senior Manager level
Reporting and advising	Explicitly reports skill gap detail in a comprehensive language in the context of a candidate's job role	Proficiently connects the skill gaps into a wider context demonstrating the relationship between specific gaps and common themes	Expertly links the leadership gaps to broader management skills and business gaps in the context of the overall business
	Recommends the most appropriate and suitable development interventions to fill the specific skill gaps identified	Recommends holistic development solutions to both fill gaps and take skills to a higher level exploring management potential	Proposes a range of high level development interventions which integrate sophisticated solutions and reflect the latest thinking in leadership development
	Delivers effective written feedback which clearly differentiates information in a good quality report that is useful to a manager's future development	Present a range of options through high quality written feedback which provides a candidate with key information relevant to their progression	Provides high quality feedback that expands the thinking of leaders at a strategic level and enables management and leadership development at an organisational level
Coaching and developing	Gives open and honest feedback, using recognised methods, that is specific and put into a context that the candidate can relate to in their job role	Is personally self aware and creates increased levels of personal awareness for others by connecting a variety of feedback to gain an overall picture of strengths and development needs	Uses a clear methodology to develop high levels of personal insight using a range of advanced feedback techniques that identify unique features and characteristics of behaviour
	Values others, facilitates discussions that enable the candidate to see clearly what needs to change and gain agreements to make changes	Challenges resistance to change and makes the connection between behaviours that help and hinder change to achieve development progress	Identifies the underlying reasons and intrinsic factors that impede and enable sustainable changes in attitude and behaviour
	Encourages and supports the candidate to overcome barriers and make the behavioural changes necessary to drive business and achieve goals	Uses an enabling style to deliver structured learning that explores options and links changes in behaviour to specific results that impact on others and business performance	Facilitates leadership development and executive coaching interventions that achieve embedded learning and significant behavioural and cognitive changes that deliver high level business impact



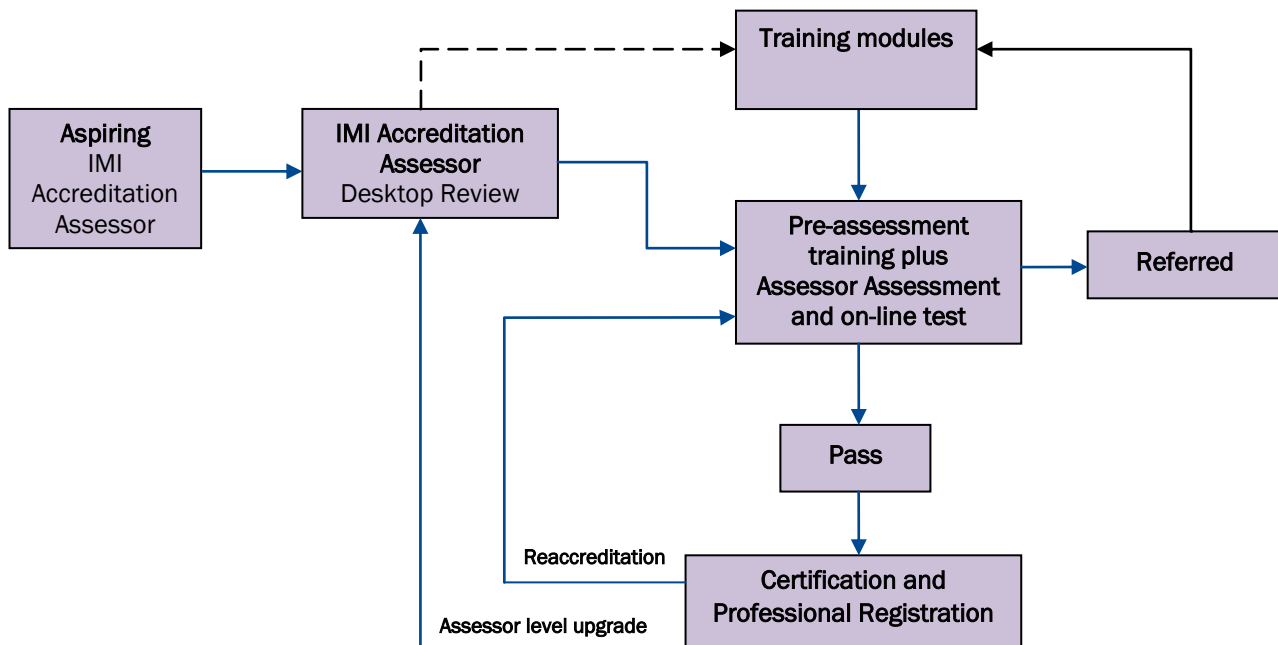
IMI Accreditation Assessor Modules

IMI Accreditation Assessor Modules provide a framework and training opportunities to support aspiring Assessors in preparing to achieve IMI Accreditation Assessor accreditation. Individuals may choose to take one or all of the modules to prepare ahead of their assessment day. Alternatively candidates who are referred following assessment may be advised to complete the specific module to ensure they are fully skilled before re-assessment.

IMI Accreditation Assessor Modules available are:

AMA-AOM-002	Understanding IMI Accreditation
AMA-AOM-003	IMI Accreditation Assessor Mock Assessment
AMA-AOM-004	IMI Accreditation Assessor Pre-Assessment Training
AMA-AOM-005	Effective Criteria Based Interviewing
AMA-AOM-006	Effective IMI Accreditation Report Writing
AMA-AOM-007	Giving IMI Accreditation Feedback
AMA-AOM-008	Understanding and Using 360° Report

IMI Accreditation Assessor Assessment Path





IMI Accreditation Assessor Specification

To provide the level of competence and value required in the IMI assessment approach, an IMI Accreditation Assessor must provide full evidence of the experience, knowledge, competencies and personal qualities as shown in the application form. They will have a breadth of experience across the motor industry and will be able to work under pressure both during the IMI Accreditation Assessor assessment and in carrying out IMI assessments. They will be able to gather evidence against competencies, use open and probing questioning techniques and must be assertive in order to deal with a wide range of personalities and managerial capabilities.

Experience	Y/N
Previous coaching and assessing experience of managers and leaders at or above the appropriate level	
A minimum of 5 years and recent experience of working with or within the motor industry	
Evidence of previously providing management and leadership improvements in the sector	
Evidence of experience in criteria-based interviewing	
Knowledge requirements	
Up to date knowledge of good practice in management and leadership	
Understand the linkage between business results, individual contribution and performance	
Understand the breadth of the motor industry whilst understanding the critical inter dependencies	
Understand fundamental business skills across all competencies	
Have an in-depth knowledge of effective AMA 360° appraisal implementation, including feedback	
Awareness of the code of practices and professional standards within the sector	
Understand the aim, structure and content of the IMI Accreditation Management model	
Understand how to benchmark management and leadership across the industry	



Core competency requirements	Y/N
Produce a holistic and well balanced view of the individual participating in the assessment	
Successfully hold a criteria based interview using open and probing questions specifically to gather evidence	
Comprehend and accurately assess the technical and business metrics in relation to personal competence	
Set up a fair assessment environment, including facilitation of online testing and results	
Rapidly analyse substantial written and verbal information	
Seek out the necessary information to analyse the current competence of an individual and draw sound conclusions	
Express conclusions effectively both orally and in writing	
Give relevant and balanced feedback	
Make an informed decision supported by evidence	
Be able to develop a training needs analysis against set competencies	
Produce feedback reports in a clear, accurate and insightful manner	
Personal qualities	
Engender confidence and respect at the highest level	
Develop rapport within a given time frame	
Demonstrate a high quality of inter-personal skills	
Demonstrate strong communication skills that can be adapted to suit the style of the participant	
Uphold integrity and professionalism	
Maintain confidentiality at all times	



Qualifications and CPD

Although qualifications are not mandatory, ideally the aspiring IMI Accreditation Assessor should hold relevant management and leadership qualifications, or provide evidence in another way that they are able to operate at the required level.

The assessor candidate will have demonstrated continual professional development (CPD) in management and leadership.

IMI Desktop Assessment

Prior to entry to assessment, IMI will carry out a 'desktop review' of evidence provided by the candidate via the application form. The review ensures assessor candidates are assessed at the right level, and highlights any skills gaps before assessment. At this point the candidate will be given feedback by telephone, and given the opportunity to expand on evidence presented if necessary. Encouragement will be given to close any remaining skills gaps by participation in training ahead of assessment.

To register for IMI Accreditation Assessor contact the IMI: accreditations@theimi.org.uk or 01992 511521

Further information

For further information please visit www.theimi.org.uk/accreditations or call 01992 511521.



Accreditation module title	Understanding IMI Accreditation Management
Module code	AMA Assessor – AOM - 002
Version	Issue 1.0
Input training time	7 hours
Online Knowledge test	N/A
IMI AOM credit value	7-11

Module Overview	
<p>The programme is aimed at people wishing to increase their knowledge of IMI Accreditation Management.</p> <p>The programme will provide delegates with a highly developed understanding of the purpose, benefits and framework of IMI Accreditation Management, whilst at the same time creating an overview of how the IMI assessment works in practice. This programme enables delegates to test their knowledge of IMI Accreditation Management throughout the day and provides opportunity for discussion and questions with an experienced IMI Accreditation Assessor.</p>	

Candidate Profile	
<p>The candidate should have detailed experience and understanding of management in the motor industry environment and be familiar with the IMI Accreditation Management competencies they will be assessing.</p>	

Course Objectives	
<p>The purpose of the workshop is:</p> <ul style="list-style-type: none"> • To provide an understanding of the purpose and benefits of the IMI Accreditation Management • To provide a detailed insight into the Automotive M&L Framework • To provide assessors with the opportunity to familiarise themselves with the IMI Accreditation Management competencies across all three levels – First Line Manager, Middle Manager and Senior Manager • To provide assessors with an opportunity to understand the paperwork used within the IMI Accreditation Management • To provide assessors with an understanding of the role of the assessor • To provide the assessor with an insight into AMA 360° document and IMI Accreditation Management feedback documentation 	



Module Outline

- Introductions, housekeeping and objectives of the day
- Understanding the purpose and benefits of IMI Accreditation Management
- Detailed insight into the Automotive M&L framework
- Familiarisation with the IMI Accreditation Management Critical competencies across all 3 levels
- Familiarisation of the IMI Accreditation Management paperwork
- Understanding the role of the assessor
- Insight into AMA 360°
- Understanding of the on line test
- Understanding the compilation of the report

Learning Outline

The candidate will be able to demonstrate the skills to:

- | | |
|-----|---|
| 1.1 | Be confident in their understanding of IMI Accreditation Management |
| 1.2 | Use IMI Accreditation Management in practice |
| 1.3 | Understand the competencies and levels |
| 1.4 | Understand the rules of assessment |
| 1.5 | Identify what it takes to be an IMI Accreditation Assessor |

Support Materials

Branded power point presentation

Tutor notes

Branded workbook

Flip chart suggested



Accreditation module title	IMI Accreditation Assessor Mock Assessment
Module code	AMA Assessor – AOM 003
Version	Issue 1.0
Input training time	7 hours
Online Knowledge test	N/A
IMI AOM credit value	7-11

Module Overview	
<p>This module will prepare candidates for their IMI Accreditation Assessor assessment. The programme assumes candidates have completed the self-directed learning or attended the ‘Understanding IMI Accreditation Management’ training day.</p> <p>The programme will take candidates through the activities assessed during the IMI Accreditation Assessor assessment. Candidates will receive personal feedback and coaching relating to their knowledge level, skills and practical application of the Automotive M&L frame work. The day will provide an opportunity for candidates to clarify their understanding and thinking and identify areas of further development. The session will provide aspiring assessors with a personal development plan which aims to set them up for success as an IMI Accreditation Assessor.</p>	

Candidate Profile	
<p>The candidate should have detailed experience and understanding of management in the motor industry environment and be familiar with the IMI Accreditation Management competencies they will be assessing.</p>	

Course Objectives	
<p>The purpose of the workshop is for participants to:</p> <ul style="list-style-type: none"> • Understand the scope of the IMI Accreditation Assessor assessment • Understand the role of the IMI Accreditation Assessor • Understand the paperwork for each of the 3 levels • Observe and successfully capture evidence and identify gaps • Write up evidence and identify level • Learn how to hold and practice a professional discussion using Criteria Based Interviewing • Receive feedback on the quality of the aspiring assessor’s assessment skills 	



Module Outline

- Introductions, housekeeping and objectives of the day
- Explain the role of the IMI Accreditation Assessor and the activities used during assessment.
 - Briefing the candidate
 - Interpreting AMA 360°
 - Identifying evidence at the different stages of IMI Accreditation Management
 - Observation exercise
 - Business improvement exercise
 - Professional discussion
 - Report writing
 - Giving feedback
- Understand the assessment and paperwork using six competencies Observe, capture and write up evidence on business improvement exercise
- Observe, capture and write up evidence on observation exercise improvement exercise
- Learn how to and practice a professional discussion using criteria based interviewing
- Receive feedback on assessment skills

Learning Outline

The candidate will be able to demonstrate the skills to:

- | | |
|-----|--|
| 1.1 | Identify evidence and improve capture |
| 1.2 | Use criteria based interview skill |
| 1.3 | Understand the Automotive M&L framework and process |
| 1.4 | Work across competencies and recognise where evidence fits |
| 1.5 | Compile an IMI Accreditation Management report |

Support Materials

Branded power point presentation

Tutor notes

Activity documents

Branded workbook

Flip chart suggested



Accreditation module title	IMI Accreditation Assessor Pre Assessment Training
Module code	AMA Assessor – AOM 004
Version	Issue 1.0
Input training time	4 hours
Online Knowledge test	N/A
IMI AOM credit value	4-8
Module Overview	
<p>This module will prepare candidates for their IMI Accreditation Assessor assessment. The programme assumes candidates have completed the self-directed learning or attended the ‘Understanding IMI Accreditation Management’ training day. The programme will reinforce the learning from the aforementioned learning interventions and provide an opportunity for candidates to clarify their understanding and thinking. The session will help aspiring assessors understand how IMI Accreditation Management works in practice.</p>	
Candidate Profile	
<p>The candidate should have detailed experience and understanding of management in the motor industry environment and be familiar with the IMI Accreditation Management competencies they will be assessing.</p>	
Course Objectives	
<p>The purpose of the workshop is for participants to:</p> <ul style="list-style-type: none"> • Understand the Automotive M&L framework • Understand the IMI Accreditation Management competencies • Understand the 3 levels of IMI Accreditation Management • Have an understanding of AMA 360° • Understand how the online test fits into the assessment and how to administer it • Understand what evidence looks like • Understand the purpose of the observation exercise, improvement exercise and professional discussion at all levels • Understand the criteria to pass the IMI Accreditation assessment • Understand the components of the feedback paperwork • Understand the role of the assessor in the phone call feedback 	



Module Outline

- Introductions, housekeeping and objectives of the day
- Test of current knowledge
- IMI Accreditation Management Overview
- Assessors role in Observation exercise
- Assessor role in Business Improvement exercise
- Professional Discussion using criteria based interviewing techniques
- Making the decision on the pass level of the assessment
- Providing the paper work feedback
- Making the feedback phone call

Learning Outline

The candidate will be able to demonstrate the skills to:

- | | |
|-----|--|
| 1.1 | Improve evidence capture |
| 1.2 | Use criteria based interview skills |
| 1.3 | Understand the IMI Accreditation Management process |
| 1.4 | Work across competencies and recognise where evidence fits |
| 1.5 | Write an IMI Accreditation Management report |

Support Materials

Branded power point presentation

Tutor notes

Branded workbook

Flip chart suggested



Accreditation module title	Effective Criteria Based Interviewing
Module code	AMA Assessor – AOM 005
Version	Issue 1.0
Input training time	6 hours
Online Knowledge test	N/A
IMI AOM credit value	6-10
Module Overview	<p>The module is to equip the candidate with the skills necessary to gather evidence against competencies using open and probing questioning techniques, and be able to devise questions in order to do this. The candidate's basic skills of interviewing will then be combined with Criteria Based Interviewing skills to equip the candidate able to carry out the IMI Accreditation Management assessment or a Management & Leadership qualification.</p>
Candidate Profile	<p>The assessor should have detailed experience and understanding of management in the motor industry environment, and be familiar with the management competencies that they will be assessing. They will have a basic knowledge of interviewing skills, and the ability to provide associated interview feedback.</p>
Course Objectives	<p>The purpose of the workshop is for participants to:</p> <ul style="list-style-type: none"> • Understand how a criterion classifies behavioural actions and activities • Understand the links to the IMI Accreditation Management Competency Assessment framework (also NVQ,VCQ,SVQ) • Refresh participant's understanding of the basic skills of interviewing, including the importance of preparation, establishing rapport and using a structured approach • Develop the skills and confidence for conducting criteria based interviews • Understand the difference between gathering actual evidence and gathering theoretical information from candidates • Learn and develop how to ask constructive behavioural questions • Learn and develop how to probe answers until quality evidence of actual behavioural action or activity are obtained and clarified • Understand the impact of body language and active listening



Module Outline

- Introductions. housekeeping, objectives of the day
- What is Criteria Based Interviewing (CBI)
- The advantages of CBI
- Basic skills of interviewing linking to IMI Accreditation Management Assessment
- Identify and build appropriate questions to get behavioural evidence of actions and activities
- Being an effective interviewer – Checking understanding
- Review Objectives

Learning Outline

The candidate will be able to demonstrate the skills to:

- | | |
|-----|---|
| 1.1 | Interview and assess capabilities by applying a structured approach to gathering information about individuals |
| 1.2 | Maximise the relevance of information on which a decision about an individual's ability to perform a particular role can be made |
| 1.3 | Gather examples of significant actions in an individual's past, and be able to classify examples of actions against a pre-determined criteria |
| 1.4 | Accurately assess examples of past actions to ascertain current performance |
| 1.5 | Accurately record appropriate evidence |

The candidate will be able to demonstrate the knowledge to:

- | | |
|-----|---|
| 2.1 | Develop their assessment and decision making process |
| 2.2 | Apply their learning to understand the AMA assessment process |

Support Materials

Branded power point presentation

Tutor notes

Branded workbook

Flip chart suggested



Accreditation module title	Effective IMI Accreditation Management Report Writing
Module code	AMA Assessor – AOM 006
Version	Issue 1.0
Input training time	6 hours
Pre-learning/reading/Pre-work	Familiarity with ‘IMI Accreditation Management Critical Competencies’ and ‘Competencies & Unit Definitions’ Completion of pre-work: gathering of evidence against 2 pre-determined criteria, each of 5 competency units
Online Knowledge test	N/A
IMI AOM credit value	6-10
Module Overview	The module is to equip the candidate with the skills necessary to write effective, logically structured and factual assessment reports based on the evidence which has been gathered against competencies. They will be knowledgeable of the standard required for an IMI Accreditation assessor’s report.
Candidate Profile	The candidate should have detailed experience and understanding of management in the motor industry environment and be familiar with the IMI Accreditation Management competencies they will be assessing. They will have a good knowledge of criteria based interviewing skills and the ability to gather evidence of performance against competencies. They will have a basic knowledge and skill of writing reports and providing associated assessment feedback



Course Objectives

The purpose of the module is for candidates to:

- Understand the purpose of an IMI Accreditation Management report
- Understand the structure of an IMI Accreditation Management report
- Understand how to apply the evidence gathered to identify gaps in performance and recommend development needs to fill the gaps
- Be familiar with the IMI Accreditation Management competencies across all three levels of management and how to apply evidence across the levels
- Develop skills in writing effective assessment reports which are clear and accurate, well structured and professionally presented
- Recognise the importance of reviewing and editing their own work
- Know the required standard and benchmark of a 'good quality' IMI Accreditation Management report

Module Outline

- Introductions. housekeeping and objectives of the day
- Why produce Assessment Reports?
- Structuring an IMI Accreditation Report:
 - Applying the evidence:
 - Brief summary highlighting strengths demonstrated
 - Recommended structure for identifying gaps
 - AMA 360° survey
 - Future focus:
- Activity - Reference pre-work:
- Quality of Reports - 'Best Practice' guidelines:
- Activity - Embed the learning on 'Best Practice'
- Activity - Practice writing Section 2 of an IMI Accreditation Report
- Review objectives



Learning Outline	
The candidate will be able to demonstrate the skills to:	
1.1	Use a systematic approach to planning and writing an assessment report
1.2	Critically review evidence gathered, identify gaps in performance and recommend development areas
1.3	Structure an assessment report in a logical sequence which is of an acceptable standard, in both content and format
1.4	Produce a quality written report which is accurate, has clarity and is effectively presented
Learning statements, the candidate will:-	
2.1	Know the overall purpose of an IMI Accreditation Management Report.
2.2	Know how to apply evidence of IMI Accreditation Management competencies across all 3 levels of management.
2.3	Know how to critically review evidence gathered against competencies during assessment, identify gaps in performance and recommend relevant development options.
2.4	Know the components of a well-structured report.
2.5	Know the importance of using factual information
2.6	Know the importance of producing clear information as the basis for giving effective feedback to the candidate

Support Materials
Branded power point presentation
Tutor notes
Activity documents
Branded workbook
Flip chart suggested

Additional Documentation
IMI Accreditation Management Critical Competences Framework
Critical competency unit definitions across all levels
Evidence capture documentation for level 3
Assessment overview across activities
3 examples of a good IMI Accreditation report
3 examples of a poorly written report
Example of a completed AMA 360° report
Dummy examples of evidence captured against all 5 units of 2 different competencies



Accreditation module title	Giving Feedback
Module code	AMA Assessor – AOM 007
Version	Issue 1.0
Input training time	4.5 hours
Pre-Knowledge	IMI Accreditation competencies and assessment including assessing candidates and writing reports
Online Knowledge test	N/A
IMI AOM credit value	4.5-8.5
Module Overview	
<p>The module is to equip the assessor with the skills necessary to provide verbal feedback to IMI Accreditation Management candidates, based on the evidence which has been gathered against competencies. The feedback should be open and honest, will provide candidates with an overall picture of strengths and development needs and will enable them to see clearly what changes are required for them to improve performance and develop. The assessor will be knowledgeable of the standard required of an IMI Accreditation Assessor delivering feedback to candidates.</p>	
Candidate Profile	
<p>Assessor should have detailed experience and understanding of management in the motor industry environment, will be fully familiar with the IMI Accreditation Management competencies and how an IMI Accreditation report is put together. They will have a basic ability to provide associated assessment feedback</p>	



Course Objectives

The purpose of the workshop is for participants to:

- Understand what feedback is
- Understand the purpose of feedback
- Understand the different types of feedback
- Be aware of how people react to feedback
- Understand the principles of providing feedback
- Know how to deliver effective feedback using a robust framework
- Develop the skills and confidence for delivering feedback
- Know the difference between face to face and telephone feedback
- Understand how to deliver feedback to candidates

Module Outline

- Introductions. housekeeping and objectives of the day
- Why produce Assessment Reports?
- Structuring an IMI Report:
 - Applying the evidence:
 - Brief summary highlighting strengths demonstrated
 - Recommended structure for identifying gaps
 - AMA 360° survey
 - Future focus:
- Activity - Reference pre-work:
- Quality of Reports - 'Best Practice' guidelines:
- Activity - Embed the learning on 'Best Practice'
- Activity - Practice writing Section 2 of an IMI Report
- Review objectives



Learning Outline	
The candidate will be able to demonstrate the skills to:	
1.1	Apply a structured approach when feeding back outcomes of an IMI Accreditation Management assessment to candidates
1.3	Accurately feedback appropriate information on performance needs to candidates which has been gathered against competencies during the IMI Accreditation Management assessment
1.4	Ensure the feedback given is open and honest and will provide candidates with an overall picture of their strengths and of their development needs
1.5	Enable candidates to see clearly what changes are required for them to improve performance and develop.
The candidate will be able to demonstrate the knowledge of:	
2.1	The process people go through before they are able to accept and use feedback effectively to make change.
2.2	How to help people accept feedback using a clearly defined model
2.3	The guidelines for giving constructive feedback
2.4	What has to be included in an IMI Accreditation Management feedback session
2.5	How an IMI Accreditation Management feedback session should be constructed to ensure it is encouraging and forward looking
Support Materials	
Branded power point presentation	
Tutor notes	
Branded workbook	
Flip chart suggested	



Accreditation module title	Understanding and Using AMA 360° Report
Module code	AMA Assessor – AOM 008
Version	Issue 1.0
Input training time	4.5 hours
Online Knowledge test	N/A
IMI AOM credit value	4.5-8.5

Module Overview	
<p>The module is to equip the assessor with the skills necessary to analyse and understand the output from AMA 360° reports and to provide effective verbal feedback to candidates relating to AMA 360° report, linking it to the evidence which has been gathered against competencies during the assessment day.</p> <p>The feedback should be open and honest, will provide candidates with an increased level of personal awareness by connecting a variety of feedback taken from evidence gathered during the assessment and the output of the 360° report. The assessor will be able to help the candidate to gain an overall picture of strengths and development needs and to accept the change required for them to improve their performance and develop. The assessor will be knowledgeable of the standard required of an IMI Accreditation Assessor delivering AMA 360° feedback to candidates.</p>	

Candidate Profile	
<p>Assessor should have detailed experience and understanding of management in the motor industry environment, will be fully familiar with the IMI Accreditation Management competencies, how an IMI Accreditation report is put together and how to effectively feedback to candidates following assessment. They will have a basic understanding of AMA 360° reports.</p>	



Course Objectives

The purpose of the workshop is for participants to:

- Understand the purpose of AMA 360° reports
- Understand which IMI Accreditation Management competencies are reviewed in AMA 360° report
- Understand the format of AMA 360° reports
- Understand how to analyse and interpret the report
- Be able to use the information to probe any areas of concern during the assessment, to find out if the 360° feedback is mirrored in practice
- Understand the potential cross-links with competencies in AMA 360° report and in the IMI Accreditation Management assessment
- Know how to deliver effective feedback to the candidate on AMA 360° report

Module Outline

- Introductions, housekeeping, objectives of the day
- What is the purpose of AMA 360° reports within the context of the IMI Accreditation Management assessment?
- The structure of the report:
 - The 7 Competencies
 - Building familiarity with the format
- Analysing and interpreting the data:
 - The potential impact of the appraisers
 - Reading between the lines
 - The manager's scoring versus that of the candidate
 - The colleague's scoring versus that of the candidate
 - Comparing freeform comments to competency data
- Activity - Reviewing an AMA 360° report: What information would you choose to probe further in the assessment and why?
- Analysing the cross links between competencies
- Delivering feedback on AMA 360° report to the candidate:
 - Process
 - Preparation
 - Concerns
 - Review Objectives



Learning Outline	
The candidate will be able to demonstrate the skills to:	
1.1	Competently review an IMI360° report, identifying areas for further investigation and making links with other competencies in order to clarify evidence.
1.3	Apply a structured approach when feeding back outcomes from an AMA 360°
1.4	Challenge the candidate to follow up on certain key aspects of the report
1.5	Ensure the feedback given is open and honest and professionally delivered
The candidate will be able to demonstrate the knowledge of:	
2.1	The standard required of an IMI Accreditation Assessor delivering feedback in relation to AMA 360° report

Support Materials	
Branded power point presentation	
Tutor notes	
Activity documents	
Branded workbook	
Flip chart suggested	