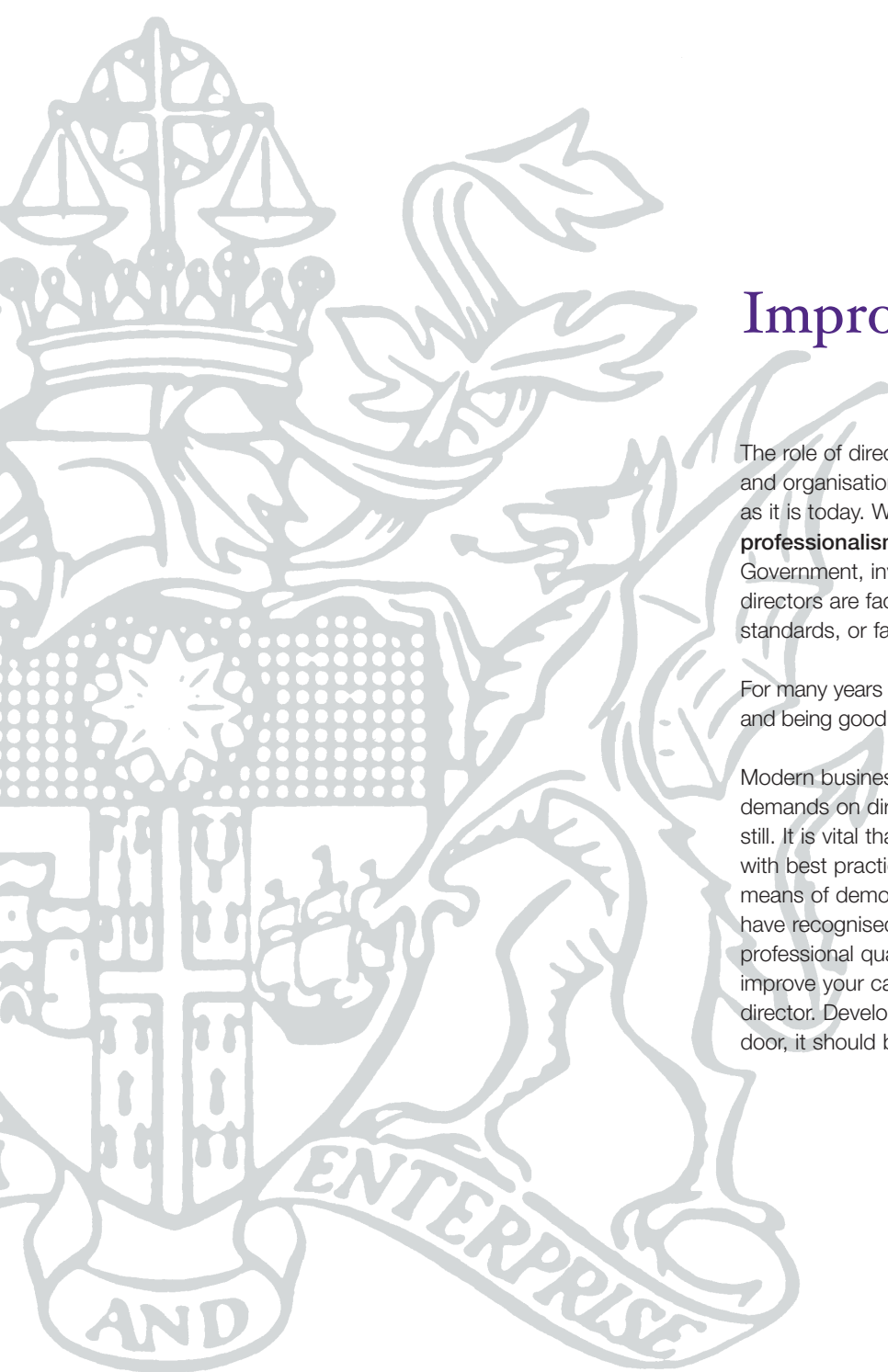




CHARTERED DIRECTOR

# The professional qualification for directors

Awarded under Royal Charter



## Improving standards

The role of directors and strategic leaders within all sectors and organisations has never been under as much scrutiny as it is today. With an ever-increasing **focus on professionalism and integrity** demanded from the Government, investors, the media and other stakeholders, directors are faced with a simple choice; improve and raise standards, or face the consequences.

For many years it has been assumed that business experience and being good at the job was qualification enough.

Modern business has changed. There are now extra demands on directors. You simply cannot afford to stand still. It is vital that, as a business leader, you are up to date with best practice and current business thinking, with the means of demonstrating this to the outside world. You will have recognised that learning and development towards a professional qualification tailored to your role is essential to improve your capability and enhance your status as a director. Development should not stop at the boardroom door, it should be regarded as the beginning of a journey.

*“Chartered Director is becoming recognised across all sectors of the economy and aims to secure greater effectiveness in boardrooms by creating awareness of directors’ and boards’ responsibilities. In the City of London, one of the greatest wealth generating centres in the world, there is an increasing need for our organisations to maintain their global position, to protect their shareholders’ and wider stakeholders’ interests, and for their boards to take responsibility for their decisions. I support the principles that are the foundation for the Chartered Director qualification.”*

**Alderman Nicholas Anstee**, The Rt Hon Lord Mayor of London, 2009/10

# Chartered Director – the professional qualification for directors

The Institute of Directors (IoD) in the UK was granted a Royal Charter by the Privy Council in 1906 and is the world's oldest and largest Institute for Directors. Under our Royal Charter we award Chartered Director, the ultimate professional qualification for directors. Chartered Director is established as the leading benchmark qualification for directors across the private, public and third sectors.

Chartered Director is supported by a large number of major and influential organisations. Importantly, institutional shareholders and their advisors, banks, professional bodies, business think tanks and leadership centres in the public sector, are all now recommending Chartered Director to directors and their boards. Chartered Director is the only award of its kind. The holders of this award are recognised for their commitment, capability and strategic leadership.

*“I do believe the IoD programme is world-class in its approach to director accreditation. Professionalising the role of the director, in my opinion, is critically important to building confidence in the abilities of boards to meet the needs of their stakeholders.”*

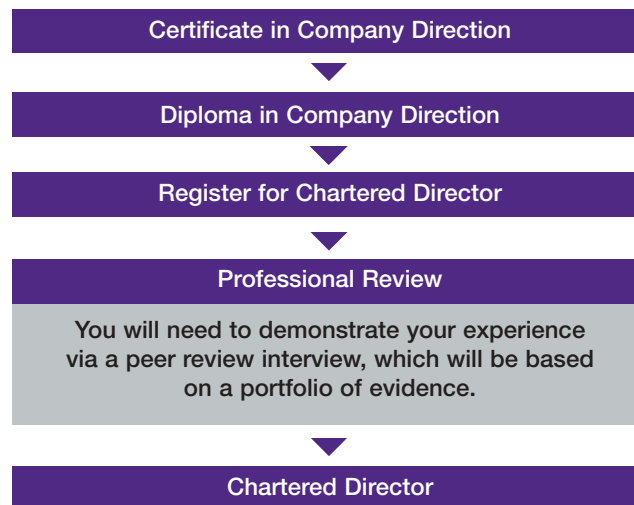
**Chris Hyman**, CEO, SERCO  
Honorary Chartered Director

*“We strongly support the Chartered Director programme as long term and responsible owners which, in our view, provides ‘a gold standard’ in director training and development. When voting on the election of directors and assessing candidates suitability we will take a very positive view of those who have achieved Chartered Director status.”*

**Co-operative Asset Management**



# Your route to qualification



## First step – test your knowledge

To help with your study route decision we strongly advise you to test your knowledge at: [www.iod.com/boardbasics](http://www.iod.com/boardbasics)

## Certificate in Company Direction

The Certificate in Company Direction encompasses the knowledge and responsibilities that are necessary to function effectively as a director. This is covered in a series of four learning pillars supported by e-learning, leading to the mandatory Certificate examination. This programme totals 10 days of training.

### The Certificate modules are:

- Role of the Director and the Board
- Finance for Non-financial Directors
- The Director's Role in Strategy and Marketing
- The Director's Role in Leading the Organisation

There are alternative study routes, including an IoD five day residential Certificate programme, and a bespoke package for MBA alumni. The examination is mandatory and irrespective of which programme route you have chosen, you will be assessed in all given areas.

Successful completion of the Certificate examination confers the designatory letters: Cert IoD.

## Diploma in Company Direction

The Diploma in Company Direction provides an opportunity to put into practice the knowledge gained from the Certificate in an interactive and realistic environment.

The Diploma is based on a mandatory three day Developing Board Performance exercise, where delegates run an organisation as its board. It encourages peer group support and challenges your approach to decision making and problem solving, mirroring in many ways the operation of a board. This is followed by the compulsory Diploma examination, the award of which confers the designatory letters: Dip IoD.

## Chartered Director

The Chartered Director qualification assesses the practical experience gained by a director. This is based on five key areas which are central to organisational direction and governance.

The interview is based on a portfolio of evidence which will be explored in the interview. The interviews are conducted by experienced peer reviewers – and generally these will be Chartered Directors.

The designatory letters C Dir are conferred on individuals who successfully pass the peer review.

## Succeed as an executive director or non-executive director

The boards of many organisations are now embracing Chartered Director for their executive and non-executive directors. As a Chartered Director you will gain a huge personal and competitive advantage, and be regarded as an individual with an outstanding commitment to your profession. The programme will develop your capabilities to question and advise across a broad range of business areas. You will understand your accountabilities, be able to think and act strategically and obtain an in depth knowledge of organisations and their legal responsibilities.

Through the qualification, you will have demonstrated that you have substantial experience across the key areas of business and governance.

*“We support the value of Director Development programmes in general, and specifically the professional Chartered Director qualification from the IoD which is rapidly becoming regarded as ‘the gold standard’ and benchmark for truly well qualified directors across all sectors of industry.”*

**Local Authority Pension Fund Forum**





## Benefits to you and your organisation

Chartered Directors have a dramatic and positive effect on the success of their organisations.

### They are able to:

- Appreciate and engage with all aspects of effective business leadership and sound corporate governance
- Improve the board's effectiveness and their personal contribution
- Operate at a strategic level to establish and sustain growth
- Adopt a common set of business principles and vocabulary
- Attract support from investors and banks
- Demonstrate to stakeholders, clients and customers that their organisation is professional
- Draw on an active network of peers at tailored events for Chartered Directors or online via our dedicated group on Linked In
- Enhance their career prospects as an executive director or non-executive director
- Obtain the highest level of professional award offered by the IoD within its suite of director qualifications.

*“I would urge those who are part qualified to complete the programme, and then use the opportunity to assess their experience for the portfolio, this reassessment could help shape or redirect their career.”*

**Janet Connor**, Managing Director and Statutory Board Director, RIAS

*“Hermes has for a long time sought to encourage directors to view their role as a professional one. In that context, we believe that the Chartered Director qualification provides a suitable measure of professionalism and commitment to this important role.”*

**Colin Melvin**, Chief Executive,  
Hermes Equity Ownership Services

## What to do next

*“Chartered Director recognises the demands placed on directors in today’s economic climate, and for the first time provides a benchmark of professional knowledge and experience required to meet shareholders’ expectations.”*

**Matthew Fell**, CBI Director of Company Affairs

*“The IBE believe that companies should give information to shareholders on the skills and qualifications of their directors. There should be more board training undertaken. Accordingly, as directors attain Chartered Director status it will lead to greater confidence in their boards.”*

**Philippa Foster Back**, OBE, Director, IBE

### **1 Check if you meet the criteria to enable you to register for Chartered Director:**

- you must be an IoD Member or Fellow
- you must be a director and have been so for a minimum of three years, or a minimum of seven years if you do not hold a degree or professional qualification
- your board must meet at least four times a year, with at least three directors.

### **2 Consider your study routes, enrol and register for the examinations. The Certificate and Diploma examinations must be passed before you can pursue Chartered Director.**

*For any questions you may have about the steps involved in pursuing Chartered Director, please contact our Chartered Director team at [chartered.director@iod.com](mailto:chartered.director@iod.com) who would be happy to assist you throughout the process.*



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