



# ***KD TRAINING SOLUTIONS***

## The Chartered Management Institute Diploma in First Line Management

### Assessment Brief for: Meeting Stakeholder Needs (Unit 3003)

#### Introduction

The purpose of this assessment brief is to give you the opportunity to demonstrate your knowledge, skills and abilities in the topic of planning to meet stakeholder needs. The work you are required to do is in 3 parts:

- Planning to meet stakeholder needs
- Continuous improvement
- Managing change

You are required to complete a formal management report which should add up to approximately 2,000 words.

#### Part A – Planning to meet stakeholder needs

*Explain to what degree your team identifies, provides and exceeds the needs of an external or internal customer:*

When completing task you should consider:

- Explaining why it is important to be customer focused
- Indicating who your customer is and what you supply them with
- Explaining what their “expectations” are
- Describing how you currently find out what your customer wants
- Comparing the way you plan your processes to meet the needs of your stakeholders (use the model on pages 12 to 18)

## Part B – Continuous Improvement

*Describe how effective your organisation/department is at continually improving to meet the changing needs of its stakeholders:*

When completing this task you should consider:

- Explaining what continuous improvement is and why it is an important process
- Describe what “wet blanket” issues you are likely to face and how you might overcome them
- Comparing the views of you and your colleagues against the 10 tips for KAIZEN activities (from page 31 of your self study guide)
- Explain how you do/might encourage your team members to participate in continuous improvement activities

## Part C – Preparing a case to support change

*Explain how your work area might benefit from a change to meet the changing demands of a specific stakeholder:*

When completing this task you should consider:

- Outlining what change is and why it should be managed properly
- Listing the positive aspects your change would bring
- Explaining why the change is necessary (external or internal influences)
- Stating the normal approach your organization takes to changes
- Using Kurt Lewin’s change model to explain what you intend to do
- Explaining what resistance you might expect and how you intend to deal with it
- Describing why it is important to create the “right atmosphere”

### How your work will be assessed

In order for you to achieve this Unit, you should be aware how its learning outcomes are matched to what you do and what criteria your assessor will be using when marking. Let's first look at the learning outcomes and how they match with what you are required to do:

Unit	Learning Outcomes	Assessment
Unit 3003 Planning to Meet Stakeholder Needs	Identify stakeholders and plan to meet their needs	Explain to what degree your team identifies, provides and exceeds the needs of an external or internal customer
	Understand the process required to continually improve meeting stakeholder needs	Describe how effective your organisation/department is at continually improving to meet the changing needs of its stakeholders
	Prepare a case to support a change in meeting stakeholder needs	Explain how your work area might benefit from a change to meet the changing demands of a specific stakeholder

## Assessment Criteria

When your tutors assess your work they will apply the following criteria in ensuring that you have:

- Demonstrated knowledge of the Unit contents at the relevant depth and breadth
- Understood the topics sufficiently to apply them to your own situation
- Produced a piece of work that is communicated in a professional manner
- Explained to what degree your team identified, provided and exceeded the needs of an external or internal customer
- Described how effective your organisation/department is at continually improving to meet the changing needs of its stakeholders
- Explained how your work area might benefit from a change to meet the changing demands of a specific stakeholder