



# ***KD TRAINING SOLUTIONS***

## **The Chartered Management Institute Diploma in Management and Leadership (Level 5)**

### **Assessment Brief for: Meeting Stakeholder and Quality Needs (5005)**

#### **Introduction**

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

- Part A – the importance of stakeholder management
- Part B – an introduction to quality
- Part C – changing to a continuous improvement culture

You are required to produce a formal management report of around 3,000 words.

#### **Part A – The Importance of Stakeholder Management**

This part has 2 elements:

##### *Element 1 – Explain the importance of external and internal stakeholders:*

When answering this element you might want to consider explaining what a stakeholder is and why they are important. You might also want to explain what primary and secondary stakeholders are.

##### *Element 2 – Carry out an analysis of your stakeholders:*

When answering this element you might want to consider identifying who your stakeholders are (external and internal), working out their power and influence, prioritising them and finding out as much information about them as you can with a view to completing a stakeholder map.

## Part B - An Introduction to Quality

This Part has 1 element:

*Element 1 – Assess the level of quality of a specific product or service provided for a key stakeholder and make suggestions for improvement:*

When answering this question you might want to consider the level to which your organisation could or does adopt a TQM approach and choose a specific process that you are familiar with to explain the level of quality associated with it. You should consider the level to which your team members are empowered to deal with quality issues, explain what quality training takes place and how quality issues are resolved. You should also analyse how effective the process itself is and make suggestions for improving the overall product or service delivery

## Part C – Changing to a Continuous Improvement Culture

This Part has 1 element:

*Evaluate a change situation that you were, are or might be involved in:*

Although this question is self-explanatory, choose either a change situation you have dealt with, one you are going through now or one which you know is coming up in the future. Explain what the “force” for change was, how people were involved (or not) in the change, how motivated they are and how they reacted to the change. You should also make some suggestions for improving the way future changes might be managed

How your work will be assessed

In order for you to pass this assessment, you should be aware how the Unit 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 of this Unit and how they match with what you are required to do:

Unit	Learning Outcomes	Assessment
5005 Meeting Stakeholder and Quality Needs	Identify stakeholders and their requirements	Identify your external and internal stakeholders  Carry out a stakeholder analysis
	Apply and improve quality standards	Assess the level of quality of a specific product or service provided for a key stakeholder and make suggestions for improvement
	Promote continuous improvement and change	Evaluate a change situation that you were, are or might be involved in and make suggestions for improvement

## Assessment Criteria

When your tutor assesses your work he/she will apply the following criteria which will show that you have:

- Demonstrated knowledge of the Unit and the relevant depth and breadth
- Understood the topic by applying it to your own job role
- Produced a piece of work that is communicated in a professional manner
- Identified your external and internal stakeholders
- Carried out a stakeholder analysis
- Assessed the level of quality of a specific product or service provided for a key stakeholder and made suggestions for improvement
- Evaluated a change situation that you were, are or might be involved in and made suggestions for improvement