

CIOB Academy Partnership working

Submitted by

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We know there's an appetite for **affordable, practical** courses, delivered to **high standards**, by the **trusted** CIOB Brand.

We believe CIOB is a **strong relationship builder** and collaborator, with a **passionate, diverse** and **inspiring** body of members.

Through our Academy, this **strength** and **vitality** can be transferred to the current generations to deliver the kind of construction industry people want to see in the **future**.

Academy Manifesto

Will show the world that diverse disciplines working together leads to innovation, productivity and transformation to solve global challenges in the built environment.

The Academy:

Believes in helping individuals **realise their potential in the construction industry**, nurturing the right practical skills and attitudes within them, and making them the most employable people for business today.

Cares deeply about **creating opportunities** through clear visibility of key career development stages so people can reflect on practice and become more self-aware of their own talents and development needs.

Hopes one day to be recognised as a **champion to industry**, helping new entrants become highly competent in the right role for them, and connecting them with funding, mentors and employment.

Thrives on **delivering learning differently** for better outcomes.

Celebrates the success of those who take action based on learning and development.

Will be responsible for **providing solutions** to help you succeed in construction, through continued professional development, encouraging involvement in networks and providing access to relevant knowledge.

Characteristics

Open and accessible

The Academy is open and welcoming to everyone at all stages of their career and with a variety of support needs. Non-members will enjoy the same Academy experience as members. Our virtual learning environment makes the Academy accessible to everyone across the world.

Affordable

Cost of training is a particular consideration. Academy services are designed to suit all budgets and time commitments, including information and support that is available flexibly and free of charge.

Grounded in practicality

We are all about meeting the real needs of industry and responding to real challenges. We offer information that is practical, useful and relevant. Users can learn and then apply that learning in real life.

Fearless

We will give people confidence, make learning less intimidating and eradicate the fear of failure so often found in this industry. People will feel that the Academy is their ticket to succeed.

Community of Learning

The Academy is by industry, for industry. We want people to join in with us, have a positive experience, feel like an important part of the Academy and come on an inspiring journey with us.

Complementary to CIOB

The Academy benefits from its association with the largest and most influential professional body for construction, but it will be the new force on the block. It will be distinct, bold and dynamic.



The CIOB Academy launched on 13th December 2016 with a fantastic event right at the top of the Gherkin Building in London, and we were delighted to welcome James Wates CBE and Professor Roger Flanagan as our guest speakers.



Course Structure

Massive Open Online Courses through the FutureLearn platform

Our first MOOC is Construction Ethics & Compliance starting on 30th January.

Strategic aim of this course:

Ethics is defined as a set of moral principles that govern a person's behaviour or the conducting of an activity, but what does that mean for an individual or an organisation working in construction?

This course supports the key pillars of CIOB membership by highlighting the difference between 'keeping legal' and 'behaving ethically' and helping delegates understand how their personal values can influence decisions they make in the business environment.

Some of the largest construction firms in the world have faced the prospect of multi-million fines for significant breaches of ethics and compliance recently – from bribery and collusion to modern slavery.

This free online course will help delegates understand the concept of ethics, why they matter, and why being ethical goes deeper than just being compliant and legal.

By the end of the five-week course, delegates will be able to:

- explain how ethics and compliance has a tangible impact on their professional role and personal values;
- know why construction companies have policies and procedures, and how they relate to legal requirements and society;
- apply their company's policy (or a sample policy) to a real-life ethical dilemma case study;
- identify conflicts of interest and determine the steps they need to take to minimise their risk;
- and ensure that decisions are both ethical and compliant.

We will be running two MOOCs each year. FutureLearn expect between 8,000 and 16,000 people to engage with a course like this.

One and two day training courses

Initially these are being predominantly held in our London facility. We have a full programme of courses running through the year that range from detailed technical courses through to management and leadership training. A full programme of courses can be found [here](#).

Topics include:

Risk Assessment & Planning	CDM regulations	Asbestos management
Accident investigation & root cause analysis	Building conservation	Soft landings
Negotiation skills	Communication & report writing	Bribery, corruption & money laundering
Understanding tax in construction	Project management	BIM (at technician and management level)
Project planning	Managing contracts	Contract claims

Day release and residential courses

We then have longer term courses including:

Preparation for Board Appointment

Strategic Aim

Often construction companies are looking for the right candidates, but struggle to find those with the knowledge and experience to take the next step. The pool size and diversity is limited.

Learners will be prepared with board skills at an earlier point in their career, to give them the best chance to progress and give a larger talent pool for industry to select from.

Detail

The course aims to provide to industry:

- Board ready candidates from diverse backgrounds, who are confident and capable to execute strategic leadership roles in construction.
- Career development for able individuals to reach their leadership potential, within a supportive learning environment.

A new Board Director needs functional skills and knowledge of finance, governance and strategy as well as interpersonal skills and mind-set; diplomacy, integrity, honesty, ethics and objectivity. The course will consist of three short residential periods for intense learning, combined with periods of reading, observation and reflection, practical application of skills whilst shadowing a Board and performance feedback from peers and the Course Team.

Each participant will benefit from psychometric analysis to develop understanding of self, including emotional intelligence, key drivers and emotional triggers. Individual areas for development will be identified and knowledge gaps addressed through a jointly agreed personal development plan.

Construction Conversion Certificate

Strategic Aim

This course complements a wider CIOB campaign to create a vibrant talent pool of diverse individuals for the industry.

This course provides a route into construction management for those who hold a degree in an unrelated subject and who are keen to transfer their valuable skills to make a positive impact in construction.

Detail

CIOB created the standard for site management education, and now the Academy is the vehicle to get you there. With support from members and teachers you'll be learning from industry practitioners about the core knowledge, but also how to do the job well.

The full course takes two years to complete, and is offered on a day release basis, with learners meeting at CIOB London each Monday.

The course consists of 12 units that are six weeks long. Each six week unit has a written assignment to complete, based on a sample building project, and must be submitted at the end of the six week module.

This course is suitable for individuals who:

- Hold a degree unrelated to construction;
- Have 3 or more years as a project manager from another industry;
- Are a supervisor or assistant site manager with technical qualifications or experience;
- Are a forces leaver with a degree or suitable experience.

Your involvement

There are a variety of sponsorship and partnership opportunities available and we are happy to discuss the detail to ensure your involvement brings exactly the right benefits to you.

As an example, your involvement could include:

- Sponsorship of a specific course
- Strategic partner of the Academy

Course Sponsorship

Course sponsorship is for you if the topic or strategic aims of the course resonate with your company's values or business. We would be delighted to offer you:

- Logo placement on **course materials, marketing and communications**;
- Logo placement on the new **Academy website**, with short copy and link to your website;
- Opportunity to submit a **blog post** for the main CIOB website and/or Academy website;
- The opportunity to feature a **short video on the Academy website**, speaking of the value of the particular course to industry.

We would request that you to promote your involvement through your communication channels to help promote the new Academy and this course in particular.

Sponsorship of a course costs £9,500+VAT.

Strategic Academy Partner

Academy sponsorship is the right thing for you if your organisation's values align with the Academy Mission Statement and Characteristics laid out on pages 2 and 3 in this document.

Through our initial discussions, we would identify the very best outcomes for your company and the Academy and establish the right partnership structure to achieve our aims.

We would of course want to showcase your involvement through all of our communications channels, but a strategic partnership goes further than that; this is about working together to support your people, your business and the wider industry by coming on the Academy journey with the CIOB.

Partnerships like this usually cost between £10k and £20k, but are dependent on the partnership structure, what we seek to achieve and the level of commitment required from all parties.

Next steps

Please take a look at our short video that demonstrates our values and ambitions for the Academy.
ciobacademy.org

If you would like to go ahead with course sponsorship, please email me stating the course you are interested in and I will draw up a terms and conditions document.

If you would like to discuss sponsorship or partnership options in more detail, please do not hesitate to be in touch with me.

Thank you for your ongoing support of CIOB and I look forward to working with you on this exciting new project.

Very best regards,
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