

Competitive edge. Something to attract Vito. An added-value feature to Bullet Proof Manager



For your information, Bullet Proof Manager continues to be endorsed by the Institute of Leadership and Management (ILM) as a result of a unique partnership negotiated and managed by Crestcom licensee Julian McInerney in the U.K. (pictured left).

ILM is part of the City & Guilds Accreditation body - formed in 1878 and based in London - and has recognized BPM with an International Development Award.

Every BPM graduate, anywhere in the world, can achieve this award, and is then eligible for full membership in the Institute, with a post-nominal designation of MInstLM. Here are some of the benefits of this to a Crestcom licensee:

- ▶ Membership in one of the world's largest accreditation bodies in leadership and management.
- ▶ Independent, third-party endorsement and recognition of the skills and knowledge of the BPM program.
- ▶ Provides added credibility to the BPM program as well as licensees and facilitators.
- ▶ Personal recognition to the participants.
- ▶ Continuing professional development framework and membership benefits to graduates and licensees to underpin BPM.
- ▶ Unique and exclusive selling point to Crestcom.

A number of licensees have already used this award to assist their sales, including Mário da Mota (Mozambique); Antonis Prokos (Greece); Marcelo Bueno (Ecuador); Luís Oliveira (Portugal); and Gabriela Badina (Romania).

The process is very straightforward, and ILM has a small charge for each participant.