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600 managers at Manchester City Council get on the MAP

Manchester City Council has been continuously developing and evolving the skills and management style of its managers since 1998 with the help of DPG plc. To date some 600 have benchmarked their competency against thousands of other managers using DPG's MAP Assessment tool.

Julia Willoughby, Service Development Team Leader, Chief Executives Department at Manchester City Council, explains: "We didn't have a standard system for appraisal and personal development, but talking to DPG we found that MAP could show our HR and training professionals where our managers were in terms of their management capabilities and provide clear pointers for their development and training.

"The council piloted MAP with our area catering managers and we found that it fitted in well as an evaluation and improvement tool to help us meet the Audit Commission's requirement for Comprehensive Performance Assessment (CPA), which is now being replaced by Comprehensive Area Assessments (CAA) to show how effectively we deliver public services with our partners.

As well as identifying individual areas where their managers' abilities could benefit from coaching, mentoring and further targeted training DPG's MAP has pinpointed some common areas where managers have benefited from additional training and development and these include: delegating, coaching, time management, and listening skills.

"Picking up some of the common issues with our managers has helped them to share their experiences and improvement solutions and to develop a more uniform management style that we can see and measure. To give you an example we use MAP to go back and see how our managers' competencies have improved and use this to feed into the council's Manchester Improvement Programme which is our drive to deliver the best levels of service and customer satisfaction that we can."



MAP Assessment has been used with Manchester City Councils' chief executive group to identify and tailor workshops to improve their management abilities. More recently it has helped support a Black and Minority Ethnic (BME) staff group of managers and potential managers who proactively wanted to strengthen their personal development options.

What Manchester City Council says about MAP Assessment:

- Manchester City Council is working towards ensuring that BME employees have the opportunities to progress into senior management positions as this will reflect the make up of the communities it serves. In order to ensure this the Chief Executive's BME group took the opportunity to undertake MAP assessment in order to highlight areas for personal development and career development.
- Within the Chief Executive's department we use MAP to help identify the weaker management competencies in order for us to ensure the training and development we offer directly targets these areas. This is a much more cost effective and efficient way of using the resources of the Council.
- Workforce planning is high on all our agendas so this is an excellent tool to ensure we have the competencies to manage the workforce of the future.

Find out more about how MAP Assessment will bring real business benefits to your organisation by contacting:

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