

## What is the Automotive Manager Accreditation and how does it work?

The industry has been asking for many years to accredit managers in the sector who have no formal management qualifications and despite considerable investment by employers, most training still has no credit or recognition against any national standard.

We hear from managers all the time who are fed up of having “nothing to show” for their experience and training. Equally employers are realising that the demand for a more accredited workforce cannot exclude managers and say it feels a little uncomfortable to have staff with higher credentials than some of their line managers.

Previous management schemes have failed to engage employers because they have not taken account of current skills, been too academically focussed and not sufficiently aligned to the business needs.

Since becoming the Sector Skills Council the IMI were tasked with finding a Management and Leadership solution for the sector with the added challenge of making it an accreditation model which would also give the manager a nationally recognised qualification. Automotive Manager Accreditation (AMA) has been designed specifically for the industry following extensive consultation with a cross section of employers throughout the sector.

With AMA you take the test before you have the lessons!

The starting point was to define what a good manager “looks like” and define the critical competencies at 3 levels...

- First line manager
- Middle manager
- Senior manager

# 86%

of managers in the sector have no formal management qualifications.

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## What does AMA look like?

It looks a bit like a jigsaw with 16 pieces which describe each of the critical competencies required of a modern day Automotive Manager. Written in simple motor industry language the competencies reflect the real job and include things like...

- Makes Money
- Results through People
- Make Sense of information
- Can do attitude

Yes it really does have a critical competency that says Makes Money! AMA is essentially a Management and Leadership framework which aligns the management skills to the business needs. It defines an Automotive Manager and, for the first time ever, will provide a single recognised standard for managers throughout the sector. It has been extensively piloted; fine-tuned and received the “thumbs up” so far.

## Why bother?

Almost anything that happens, good or bad, in business is dependent on the competence of the manager, there has to be a better way to train, develop and progress them. So often training is delivered in broad brush strokes because there is no easy way to accurately pinpoint the training needs, it's like trying to buy a pair of glasses without knowing your prescription. Many employers spend considerable sums on training and have no way of knowing whether it gave a return on investment.

Managers often do not progress but move around never realising their full potential in the breadth of a role. We regularly see managers who stay in the same place despite more mileage on the clock, AMA not only exposes gaps in the manager but also gaps in the business. We found in pilot that if one manager “fell over” in an area often so did others because the business had a gap.

AMA will provide a mechanism to find out how good your managers are against a National Standard, identify the gap and tells them “where they are” against all 3 levels The Spikey Profile shows them in the simplest way and we found in pilot this was the biggest talking point.

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## How is it different?

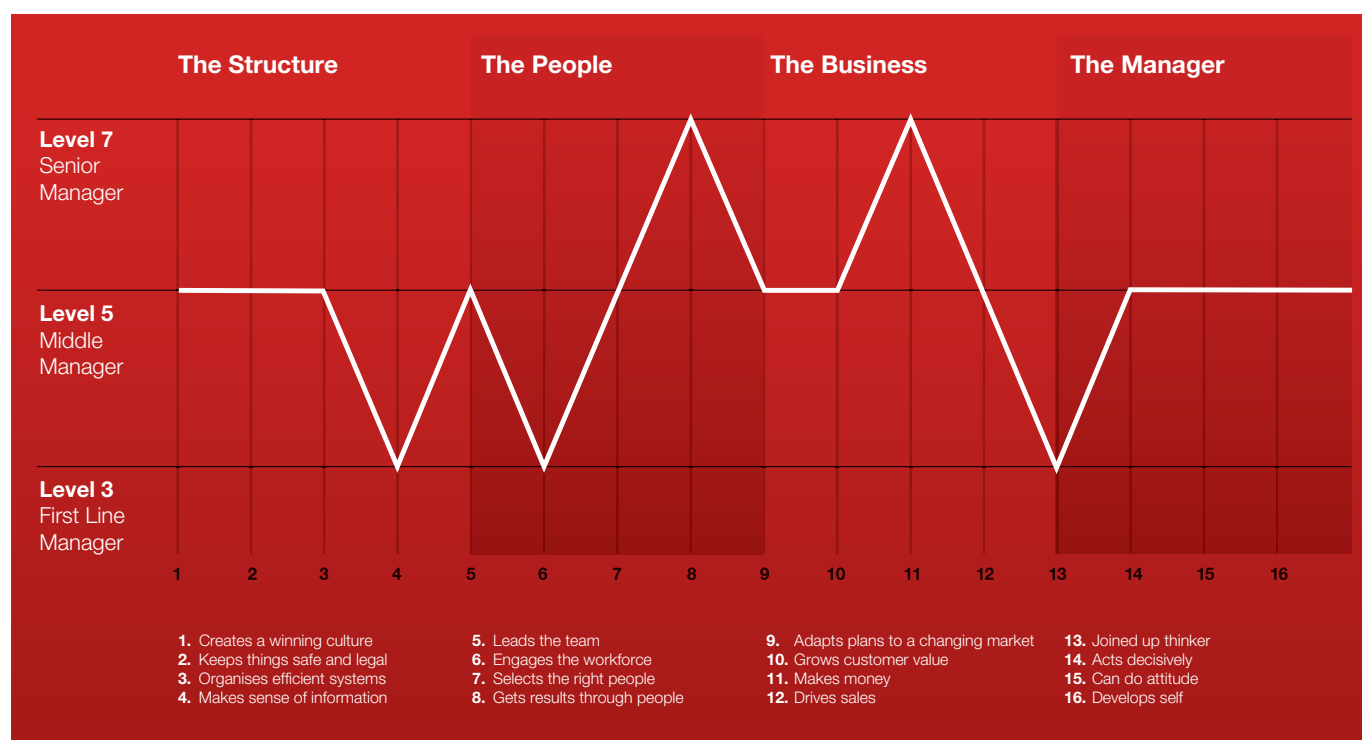
AMA starts with an assessment and works in reverse to many previous management schemes which have tended to start with training in large blocks regardless of what the manager actually needs.

- The assessment identifies the gaps so training investment can be targeted – no need to be trained in the areas where you are already competent.
- The assessment takes place in the workplace and uses real business evidence – no time out of the business or role play exercises.
- The assessment is practical, requires minimum preparation and lets the manager provide evidence by talking rather than writing – no assignments.
- The assessment includes a variety of modern day measures – online test- 360 degree feedback - observation in role - business improvement evidence - discussions – no exams.
- The assessment includes one-to-one verbal feedback with a simple, easy to read report and a visual “Spikey Profile” at all 3 levels – no wordy written reports.
- The assessment gives the candidate the option to exclude some competencies – not assessed on things you don't need to do.
- The end result gives both an accreditation of current competence, entry on a professional register and a qualification recognised by national standards – 2 for 1.

# Where do you Spike up and where do you Spike down?

Where do you  
spike up and where  
do you spike down?

The graph below illustrates the profile of a manager who would only need to improve in three areas to achieve middle manager accreditation and already spikes up to senior manager in two areas.



spikey profile™

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