

# Accredited effective leadership course launched to upskill managers

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Juta and Company, in partnership with recognised training provider Media Works, has launched a fully accredited National Certificate in General Management qualification that can be completed online.

Called **Effective Leader**, this learnership is ranked at NQF Level 5, and will equip staff members to become not just good managers, but successful leaders too.

“Good leadership in business is vital to ensuring you have a motivated, efficient and agile workforce who are striving towards a common goal. Our new Effective Leader course is a practical and convenient programme for employees; assisting good managers to become great leaders,” says Louis Nel, Implementation Quality Assurance (National Manager) at Media Works.

The Effective Leader learnership programme encompasses a total of 24 modules (164 credits), divided into eight managerial skill programmes, which include Leadership, Relationship Management, Diversity and Conflict Management, People Management, Financial Management, Best Practice Management, Change Management and Results-based Management.

Learning takes place via Media Works’ easy-to-use Learner Management System – iTut – and the learning material includes a culmination of videos, punchy text, visual material, quizzes as well as online assessments.

Each module is evaluated by both formative and summative assessment. Assignments and examinations form part of learners’ portfolio of evidence, to show your competence against a set of learning outcomes.

What’s ideal about the Effective Leadership course is that it embraces best practices in online learning, ensuring that the course material is completely mobile-friendly and accessible on smartphones and tablets.

“The mobile device has allowed learning to happen any time, any place. Whether you are traveling on a taxi, bus or train, waiting at the airport or for a meeting, a tablet or smartphone gives you instant access to your learning content. Our iTut mobile app also gives you the ability to work offline, so if a learner is travelling to an area with no internet connection, the app downloads the lessons and stores them for later use,” says Dennis Lamberti, Development Director of Media Works.

Effective Leader allows for a more flexible approach than traditional learnership implementation models, which are usually primarily face-to-face and classroom-based. It is also a lot more cost-effective and time-efficient for an organisation, as employees can fit learning into the schedule, rather than using too many office hours.

“Juta and Company is very passionate about the importance of this qualification. There are many employees in South Africa who have not had the opportunity to study beyond matric. Instead, they find themselves in the workplace some years later with aspirations to improve,” says Hyreath Anderson, General Manager, Academic, Education and Agencies Division of Juta and Company.

“The Effective Leader course respects our learners’ workplace experience and context. The nature of the course makes the learning very practical and hands-on, and the flexibility of the online component of study is also vital for today’s employees,” Anderson continues.

A learnership programme that is beneficial to emergent team leaders in an organisation, Effective Leader offers a practical,

multifaceted approach to learning within the work environment.

To find out more about the **Effective Leader** course, call 0861 696 757 or visit [www.juta.co.za/effectiveteleader](http://www.juta.co.za/effectiveteleader).

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