

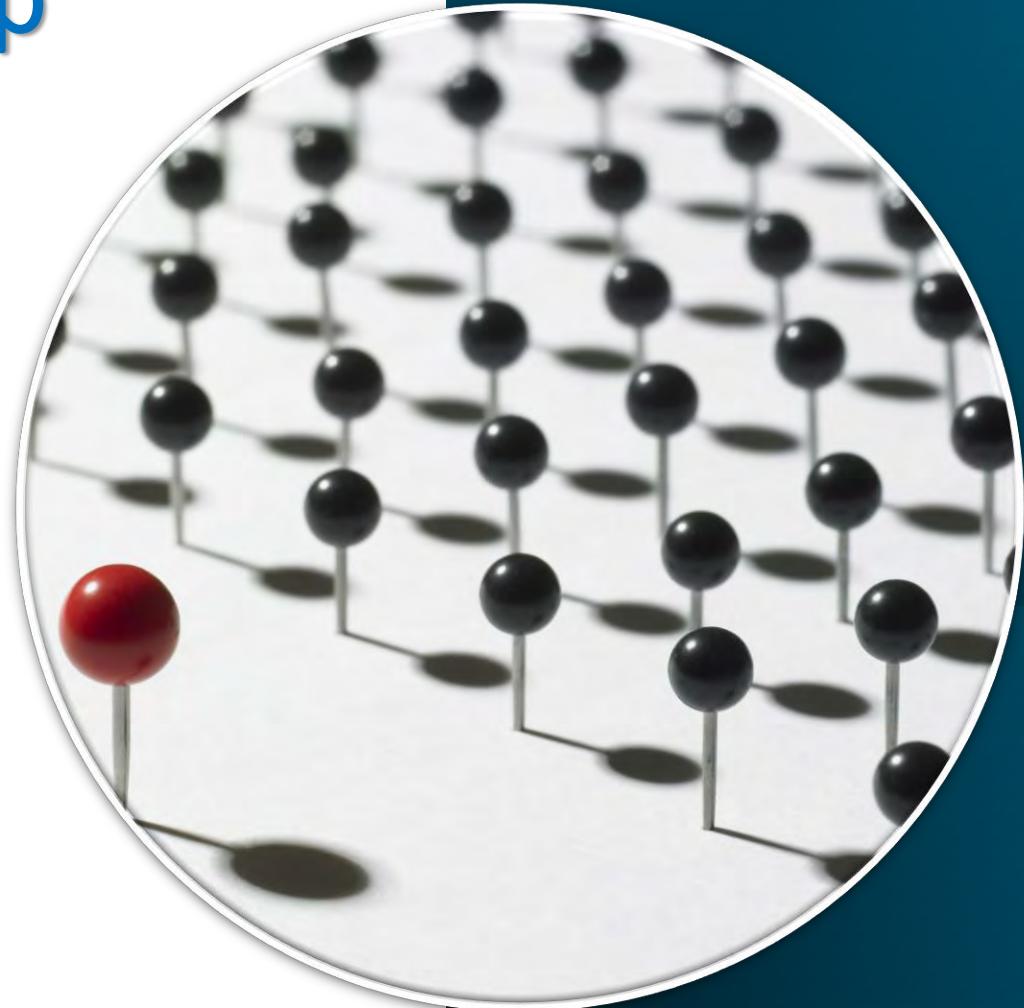
# The Geospatial Leadership Certificate (GLC)

## Course Prospectus



**consultingwhere**

Maximising the value of location information



# Why are leadership skills so important?

The geospatial industry is creating many new and exciting solutions to address today's global problems, such as climate change.

However, there is intense competition for the resources and the funding needed to deliver these solutions. At the same time, the geospatial industry is poorly served with the leadership skills needed to define, promote and develop new solutions.

There is a well-recognised gap in the availability of soft skills training which would enable middle managers, in both the developed world and the global south, to play leadership roles in promoting new solutions.

# What does the Certificate offer?

01

Provides comprehensive training in soft skills for middle managers in both the developed world and global south

02

Make training easy to access through self-paced learning and timetabled to fit alongside existing work commitments

03

Complements online learning with access to global experts through interactive workshops and podcasts

04

Training materials based on geospatial industry expertise developed from years of real-world practical experience

05

Developing professional skills for the benefit of individuals, employers and the entire geospatial community

# The learning objectives

On successful completion of the Global Leadership Certificate students will be able to:



Take a leadership role in promoting and delivering new initiatives



Develop a geospatial team to deliver products and services to a wide range of stakeholders



Understand how to develop a business case for financial investment



Successfully influence key decision makers and gain approval for new initiatives and projects



Work constructively with other departments and business partners



Position themselves to play a more impactful role in their organisations

# Focusing throughout on Geospatial Case Studies and Experience

The course is specifically designed for geospatial practitioners:



All modules are led by geospatial experts with many years experience delivering in this industry



A series of scenarios based on typical geospatial challenges are used to illustrate each module



Insight podcasts include interviews with geospatial influencers from public and private sectors



Assignments are designed to enable students to apply learning to their current geospatial work



Workshops provide access to subject matter experts with global geospatial experience



Background reading and references include seminal papers relevant to the geospatial domain

# GLC: Delivery Model

- Modules delivered over a 9-month period
- Online training (using Microsoft Teams)
  - Personal tutor assigned to each student
  - Regular pre-agreed one to one contact sessions
  - Maximum 12 students per course
- Three components to each module
  - Concepts and Principles
  - Assignment
  - Subject Matter Expert Workshop
- Content continuously refined based on student feedback

# Core Teaching Team

Full details of the team can be viewed and CVs downloaded [here](#):

**Andrew Coote**

Leadership, Building the Business Case for Investment  
Sustainable Business Models



**Harry Storer**

Communicating with Decision Makers, Basic Sales  
Marketing Strategy and Implementation



**David Rix**

Team Development



**Robin McLaren**

Geospatial Project Management  
Geospatial Maturity Assessment and Governance



**Elisabeth White**

Education Advisor  
E-Learning Developer



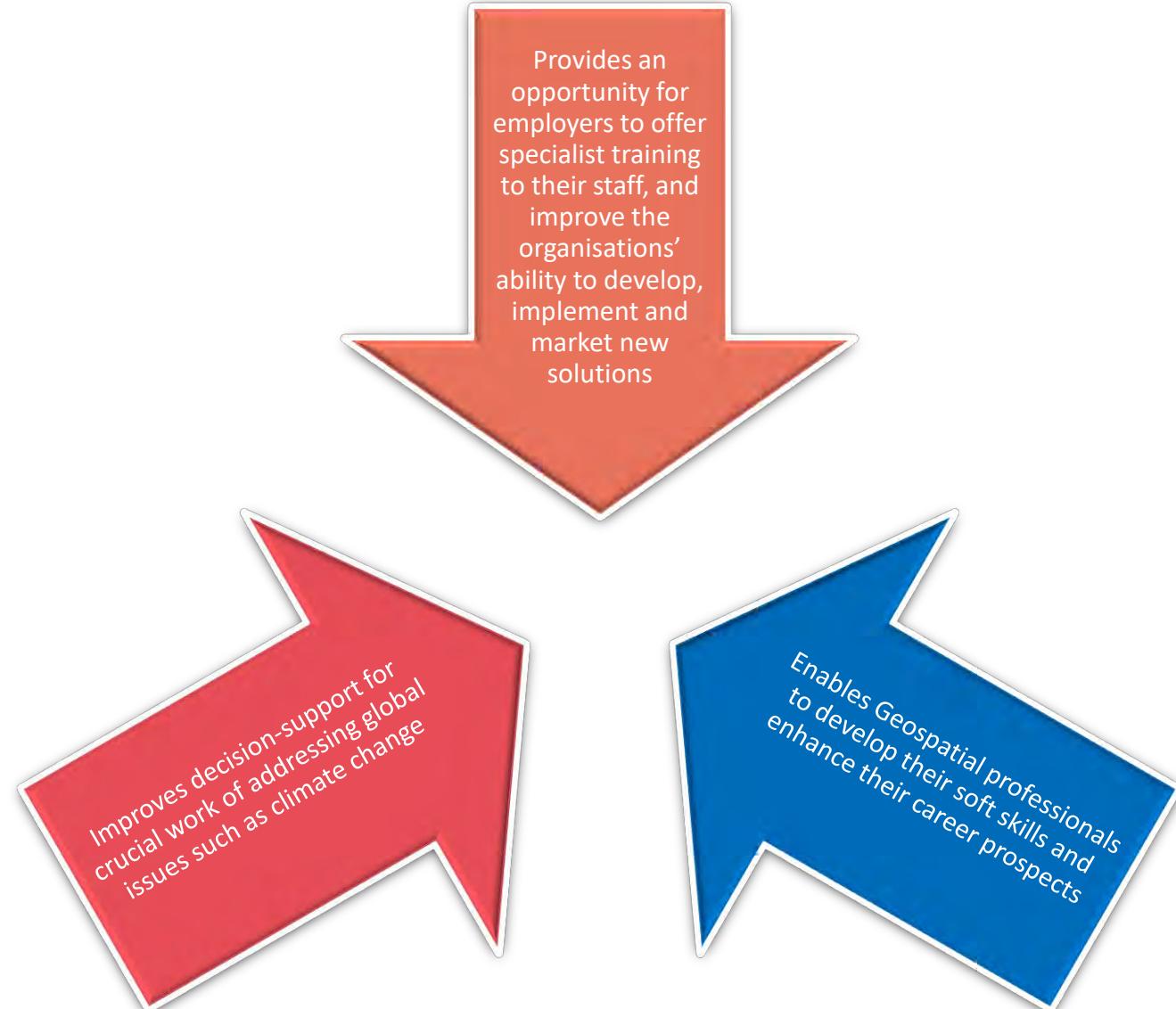
**Sonya Tolmie**

Finance  
Administration



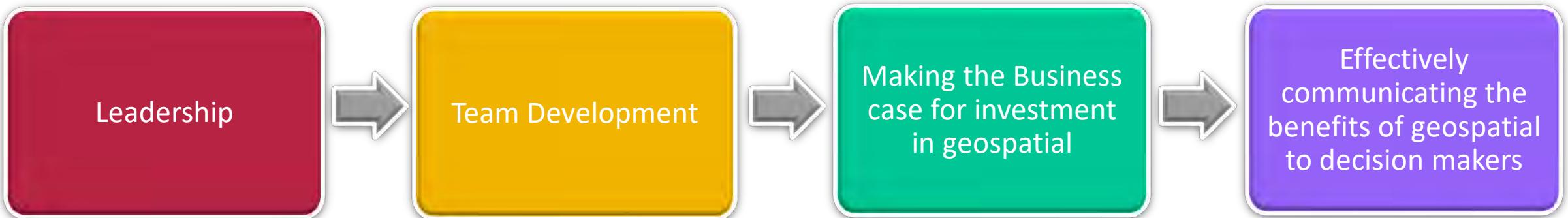
# The value of the Geospatial Leadership Certificate is multi- faceted

Watch the Value Proposition video (2 minutes) [here](#):



# Core modules

The Global Leadership Certificate aims to develop critical management skills through four core modules:



# Optional modules

Students will then be able to choose two further modules from the following:

Geospatial Project Management

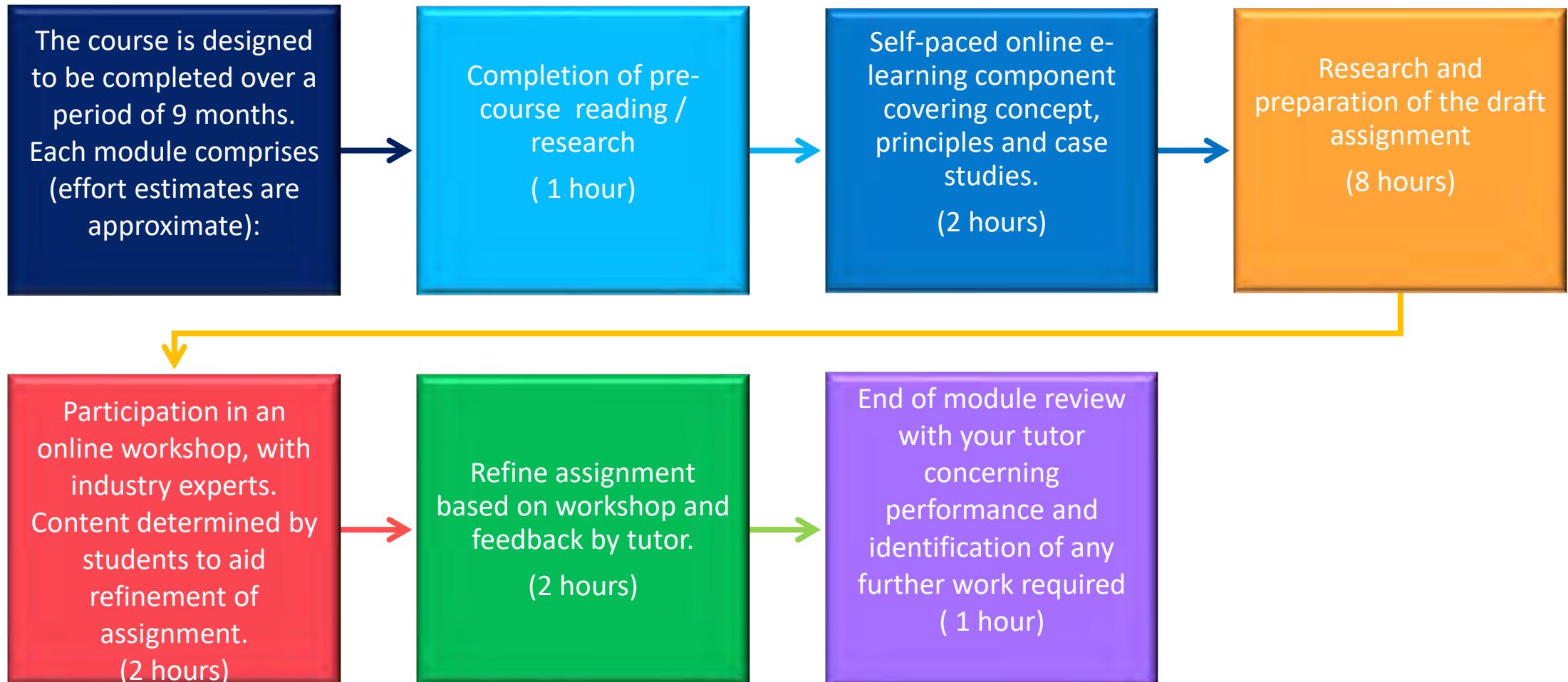
Geospatial Maturity Assessment and Governance

Sustainable Business Models

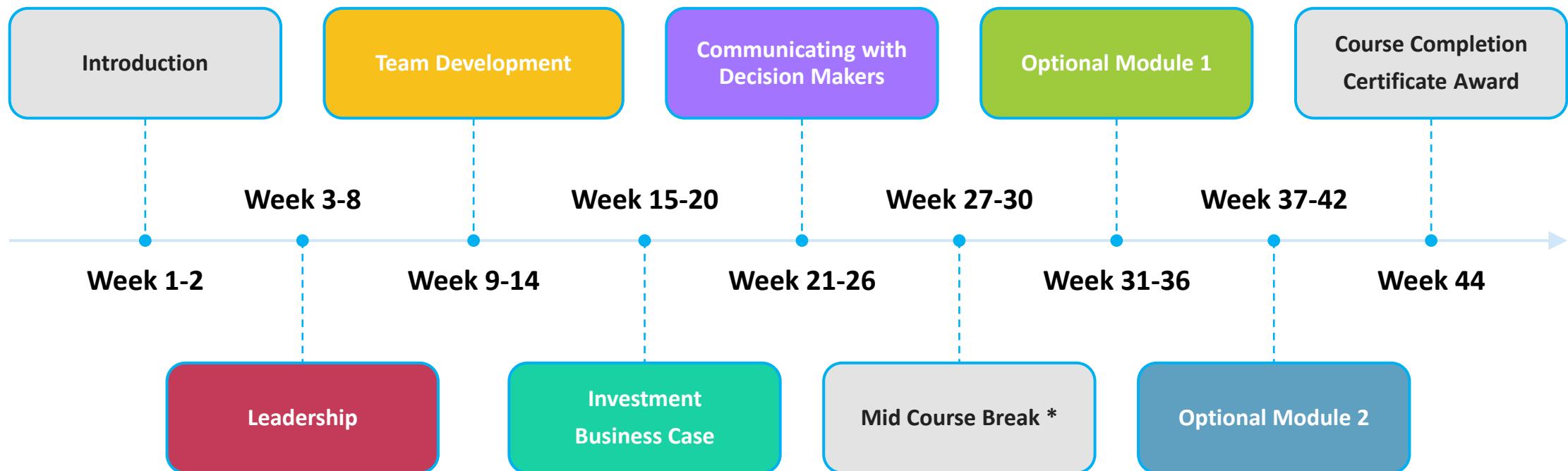
Marketing Strategy and Planning

Mastering Basic Sales Skills

# Commitment (estimated 16 hours per module)



# Course timetable - delivered over 9-month period



\* Mid course break timed to suit Easter, Summer or Christmas holiday periods

# Module Content: Core modules Summary



# Module 1: Leadership



What is meant by leadership?



Styles, their applicability to different situations and relationship to personal strengths and ambitions



Strategies to help you realise your leadership potential



Emotional intelligence

- What is it and why is it important in the context of leadership



Personality types

- Why understanding them is key to relationship building (using the DISC Model)



Strategies for dealing with conflict



Putting what you have learnt into practice



# Module 2: Team Development



## Fundamentals

- It's all about people



## Defining roles

- Beyond the job description
- Team profiling
- Useful methodologies to developing balanced teams



## Practical experience

- Sharing insights from the experts



## Team building techniques

- Aligning around goals
- Minimising ambiguity
- Developing inter-personal skills
- Problem solving
- Defusing tensions



## Common challenges

- Virtual working
- External constraints
- Workplace politics



## Next steps

- Links to other modules
- Further learning

# Module 3: Building the Business Case for Investment



What is a business case and why is it needed?



Economic principles

- The Nature of Value
- Demand and Supply



Methodologies

- Multi-criteria approaches
- Cost-benefit analysis
- Computable general equilibrium modelling



Quantifiable use cases

- Principles and selection
- Assembling primary evidence
- Benefits Transfer



Qualitative use cases

- Adding political, social and environmental benefits



Assembling the economic model



Applying risk assessment



Benefits realisation

# Module 4: Effective Communication with Decision Makers



## Storytelling

- Structure
- The elevator pitch concept
- Insights from the experts



## Principles

- Developing a communications strategy
- Using the right language
- Creating a simple to follow link between cause and effect



## Knowing your audience

- Research their careers – likes, red flags, interests outside work
- Reading the room – who are the decision makers, influencers and blockers
- Responding to “push back”



## Delivery

- Establish credibility
- Keep it short
- Leave time for discussion



## Assess and refine the message

# Module Content: Optional modules summary



# Module 5: Geospatial Project Management



What is special about managing a geospatial development project?

- Key differences to non-spatial projects that influence their management



Estimating and planning

- Pitfalls and good practice



Scope control

- Managing change



Project governance, monitoring and control

- Who needs to be involved
- Roles and responsibilities



Critical success factors

- Technical and business



Identifying and managing risks

# Module 6: Marketing Strategy and Implementation



## The marketing playbook



### Researching markets

- Competition / selling strategies



### Testing the value proposition



### Evaluate market engagement approach

- Direct
- Channel
- Partnership



### Defining the market programme

- Estimating profit and loss over time



### Implementation

- Social media advertising strategies
- Continued role of face-to-face interaction



### Monitoring customer acquisition and retention costs

- Customer Relationship Management (CRM) and other tools

# Module 7: Geospatial Maturity Assessment and Governance



## What is a Geospatial Maturity and Why is it needed?

- Why a full understanding of the current state is essential to planning the future



## Establishing a Framework for Assessment

- Evaluating different perspectives (based on UN IGIF and URISA models)
- What are the key criteria and how can be objectively assess them?



## Identifying and Engaging Stakeholders

- Who to engage
- How to determine influence and interest



## Validating Input and Analysis

- Delphi approach to normalising results
- Identifying and accounting for bias



## Presenting and Deploying Results



## Establishing effective Governance

- The essential components of good governance
- Successful models – good practice and sustainability

# Module 8: Sustainable Business Models



## Concepts and definitions

- What is a business model and why is it important?
- Discussion of sustainability – in climate change and finance contexts



## Understanding your current organisational business model

- Introducing the Business Model Canvas



## Evolution of business models

- Traditional and innovative business models
- Their application to modern technology and specifically geospatial organisations



## Funding options – sources of finance

- Private sector and public sector approaches



## How to unlock finance – developing an action plan



## Case studies

- Recent examples of successful evolution of business models

# Module 9: Basic Sales Techniques



We are all in sales



Principles of consultative selling



7 Pillars of persuasion (Cialdini)



The sales filter – validating opportunities



What makes a good sales professional?

- Character traits
- Life experience
- Resilience



Sales stories

- The good, the bad and the ugly
- What we can learn from these real-world examples



What next?



consultingwhere  
Maximising the value of location information

# Certificate award

It is recognised that students studying for the certificate are likely to be at different starting points and have different aspirations

There are 9 modules which will be offered in each instance

Each module will count equally (25 credits each)  
- to receive the certificate students will only be required to take and pass 6 modules - collecting 150 credits

Passing each module will be based on completing the e-learning component, completion of the research and assimilation component, participation in the final workshop and the final assessment



# Accreditation

## Royal Geographical Society with IBG

Attendees may record CPD hours for activities undertaken on the course modules to a maximum of 5 hours / points per day and up to 16 hours / points for each module



## Association for Geographic Information (AGI)

Each core module has been allocated 10 CPD points



## Royal Institution of Chartered Surveyors (RICS)

Course supervised by Chartered Surveyors and may be submitted as part of members CPD record



# Frequently asked questions

**Q. Is the certificate accredited?**

A. Yes, the course is accredited as part of their Continued Professional Development (CPD) schemes with the main geospatial professional bodies in the UK the RICS, RGS and AGI. We are also working internationally to integrate the course into professional curricula in Europe and Australasia.

**Q. How has the course material been developed?**

A. ConsultingWhere have recruited internationally-recognised geospatial experts with many years practical experience in implementation for each module. We have also recruited an advisory panel to ensure the material reflects current academic thinking and industry needs.

**Q. Is it possible to undertake individual modules from the course?**

A. Yes, we will accept applications to take single modules, if there is space available but preference will be given to students studying for certification.

**Q. What are the entry qualifications for the course?**

A. There are many suitable routes to entry and no set academic qualifications required. However, students are expected to be currently employed in a management position or have experience of such a role. Even if your profile doesn't match these guidelines, please don't be discouraged from discussing your needs with us.

# GLC: How to find out more



Scan the QR Code



Go to the [Website](#)

<https://consultingwhere.com/the-geospatial-leadership-certificate-glc/>



Course administrator email:  
[info@consultingwhere.com](mailto:info@consultingwhere.com)



WhatsApp  
+44 7860884119



Phone  
+44 1923 291000