

NEWS

LEADERSHIP FOR PLANET, PEOPLE AND PROFIT

Sustainable development qualification launches following pilot successes

A programme that has saved companies from collapse by aligning economic and social goals with environmental targets is to develop into a leadership qualification.

The Leadership and Sustainability Qualification (LSQ) is based on pilot projects in northwest England, Wales and continental Europe. It has helped charities, public bodies and businesses, including harp-maker Telynau Teifi (pictured), which was struggling before the scheme but is now thriving – and manufacturing a new concert harp.

Another client, Princes Gate Cool Water, won an Enhancing Leadership and Management Skills Award from Leadership and Management Wales in 2011. The victory came after the programme transformed the company's management by measuring all aspects of economic, customer and environmental performance, and allocating personal responsibility for action to individual managers.

LSQ is the brainchild of chartered engineer and CMI member Peter

Jenner, who has spent 15 years developing the scheme.

"If you talk to bosses of companies or public bodies about the need for sustainability they will probably show minimal interest," Jenner told *Professional Manager*. "Yet if you show how strategic and operational objectives can be achieved with cost reduction and measurable social and environmental benefits then they fully support investment in sustainability."

The new qualification, which was developed with UK government and European Commission funding, launches in Wales this spring and goes UK-wide from the autumn.

"The approach to sustainability has not changed for 30 years," Jenner added. "Only through a radical refocusing of organisational leadership can we align economic goals with social and environmental ones and break the tired and ineffective old model."

● For more information, please visit www.williambattle.com



The LSQ has been music to the ears of companies such as harp-maker Telynau Teifi

NEWS

ALL-ROUNDERS TRUMP NUMBER-CRUNCHERS IN FINANCIAL JOB RACE

The days of career accountants in chief financial officer roles may be on the wane

Business heads are seeking commercial all-rounders as chief financial officers instead of traditional accountants, says a leading headhunter.

David Chancellor, head of the financial officer practice for global executive search firm Tyzack Partners, says the recession has changed the approach corporations are taking to driving their financial operations.

Rather than veteran accountants, business bosses increasingly want their CFO to be their right-hand man or woman, and look at ways to boost the company's value, Chancellor told *Professional Manager*.

"It's a major trend in the market," he said. "CFOs are being asked to deliver on a much wider range of tasks. No longer can they be considered simply as

conservative, number-crunching executives. Chief executives expect their head of finance to fully analyse the financial impact of the company's objectives and strategies while they're still in the planning stages, not after the moves have been made, as has traditionally been the case."

Formal training, experience in accounting and financial reporting, risk-management skills and

unquestionable integrity remain crucial, Chancellor stressed. But he added that: "a deep understanding of business processes, competitor, customer and supplier environments – and the financial impact of industry trends – are additional competencies we are now looking for."

● **Reel them in: for more on executive recruitment, see our feature on page 56.**