



INSTITUTE  
OF THE MOTOR  
INDUSTRY

IMI EMPLOYER RECOGNITION SCHEME

**RECOGNISING COMPETENCE  
AND PROFESSIONALISM IN  
THE AUTOMOTIVE INDUSTRY**



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# PROVE YOUR PROFESSIONALISM AND OFFER YOUR CUSTOMERS AN ASSURANCE OF QUALITY

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*Developed by the IMI in response to the growing demand for an independent sign of quality and professionalism in the automotive industry, the IMI Employer Recognition Scheme demonstrates your employees' expertise, knowledge, commitment to ethical conduct and continuing professional development.*

- It gives you a vital competitive advantage in an increasingly crowded market.
- Your customers are assured that the automotive organisation they're dealing with offers the highest standards of service and knowledge.



**RECOGNISED  
EMPLOYER**

**[www.theimi.org.uk/ers](http://www.theimi.org.uk/ers)**

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# WHAT THE EMPLOYER RECOGNITION SCHEME MEANS FOR YOU

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## INCREASE CUSTOMER CONFIDENCE

As an IMI Recognised Employer, you can demonstrate to your current and prospective customers that a minimum of 50% of your employees are part of the IMI Professional Register\*, and that as an employer, you are committed to professionalism, the training and development of your employees, and working to an ethical code of conduct. That in turn can increase customer confidence – and better still, customer numbers.

## MOTIVATE STAFF

The Scheme helps motivate staff by offering professional recognition and the opportunity to keep up to date with learning, new skills and working practices. More motivated staff are more likely to stay with you.

## PROMOTE YOUR BUSINESS

You'll receive a toolkit to demonstrate and display your employees' competency and professionalism to your customers.

The toolkit consists of:

- An IMI Recognised Employer plaque
- A Certificate of Recognition
- Window stickers
- Vehicle stickers

Your company name will be listed on the IMI's Professional Register\* and you will be entitled to use the IMI Recognised Employer badge in your advertising and on company stationery.



## **GAIN DISCOUNTS ON TRAINING AND DEVELOPMENT**

If your employees join the IMI Professional Register through IMI Membership, they'll have access to discounts on our continuing professional development (CPD) courses. Plus, they'll also be able to enjoy a range of additional membership benefits.

## **ACCESS EXPERT HELP**

The team at the IMI is available to help you use your membership of the Scheme to its full advantage, and to offer advice on the most appropriate development opportunities for you and your staff.



# HOW DO I JOIN?

A minimum of 50% of your staff must be on the IMI Professional Register, and will have signed up via one of the following routes:

- IMI Membership  
(Licentiate level and above)
- IMI Accreditation  
(management or technical route)

*If your organisation is eligible, simply apply online at [www.theimi.org.uk/ers](http://www.theimi.org.uk/ers). You can also find pricing and payment information for the Scheme here too.*

If your staff are not yet part of the IMI Professional Register, don't worry, joining is simple. Contact our Membership team or visit [www.imiregister.org.uk/join](http://www.imiregister.org.uk/join).





RECOGNISED  
EMPLOYER

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