



The Institute of the Motor Industry Strategic Direction

imi

THE INSTITUTE OF THE
MOTOR INDUSTRY

www.theimi.org.uk



Mission

Making IMI qualifications, accreditations and membership the Gold Standard for professionals working in the automotive retail, related and adjacent sectors. Recognised as the 'common currency' by which professionals are evaluated and necessary attainments for those wishing to enhance their status, recognition, skills & employability, both in the UK and abroad, creating a compelling case for automotive careers.

Vision

To be the UK's most respected and admired industry body. Internationally recognised as authoritative, valued and supported across our sector and beyond.

What are our values

Value	Business Standards
Flexible	<ul style="list-style-type: none"> ▪ Be open minded to new suggestions and differences of opinion ▪ Embrace change and seize new opportunities ▪ Adapt priorities and behaviour appropriately to ensure quality service ▪ Challenge to make sure service standards are not compromised
Responsive	<ul style="list-style-type: none"> ▪ Use assertive questioning to fully understand requirements ▪ Clearly define the problem and find the solution ▪ Make effective use of the range of IMI solutions ▪ Go above and beyond to exceed expectations
Effective	<ul style="list-style-type: none"> ▪ Use colleagues' strengths by working collaboratively ▪ Ensure work activities create value for our members ▪ Develop solutions that are simple but effective ▪ Ensure high quality is delivered keeping costs reasonable for us and our members/customers
Exemplary	<ul style="list-style-type: none"> ▪ Always be respectful and courteous in any communication ▪ Actively listen to members, customers and colleagues ▪ Care about member, customer and colleague needs ▪ Be a role model to others by clearly demonstrating the IMI Values



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“ The new IMI will apply all of its considerable skills to supporting the automotive retail sector with flexible, adaptable solutions – blending qualifications, accreditations, membership professional registration and quality assured awards to meet the demands of the intensely diverse sector we operate in, both in the UK and overseas. ”

- Steve Nash, CEO, IMI



Strategic Objectives

Reintegration:

Create one business fit to deliver the IMI's Strategic plan.

Business growth through diversification:

To add profitable business streams by identifying and exploiting new markets

Creating a Commercial Culture:

As with any successful commercial organisation, it is essential that we continue to develop and diversify our product offering in order to continue to meet the ever evolving demands of the sector we serve. This will need to take several forms:

- The continued development and refinement of our existing products and services
- Development of new products and services, in consultation with our customers and partners
- Growth through diversification
- Strategic acquisitions

International Strategy:

Fully exploit international business opportunities for all IMI products and services using a robust repeatable model.

Product and Skills Solutions:

Develop a cohesive product strategy which provides a compelling offer to the sector and supports Professional Registration.

Sector Skills responsibilities:

To impartially provide policy and research; information advice and guidance on skills to the automotive retail sector to ensure employers and learners have fit for purpose standards, qualifications and Apprenticeship frameworks and supporting careers information, advice and guidance.



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About the Institute of the Motor Industry (IMI):

The vision of the IMI is to be the UK's most respected and admired industry body, internationally recognised, valued and supported across the sector and beyond. The IMI is the professional body for individuals working in the motor industry, ensuring that the automotive retail sector has a skilled, competent and professional workforce that is fully equipped to keep pace with the demands of new technology and changing markets through IMI qualifications, accreditations and membership. The IMI is the authoritative source of retail motor industry careers information, standards and qualifications. The IMI's Professional register aims to drive up standards across the automotive industry, providing consumers and customers with added confidence in the industry and the professionals who drive it.

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