



## Frequently Asked Question

Can I use the letters MBA after my name once I have completed the ISL | <sup>M</sup>B<sup>A</sup> General Management Programme?

### **Answer:**

First – clarity around what this programme is and what it is not.

This programme is a general management programme that provides senior executives with in-depth knowledge, skills and applications of a short-list of commercially valuable business topics in the core areas of:

- **Strategy & Change Management**
- **Accounting & Finance**
- **Marketing**
- **People Matters**

... essentially the 20% of a traditional MBA that adds 80% of the value.

The ISL | <sup>M</sup>B<sup>A</sup><sup>TM</sup> programme is aimed at those who already have one or more degrees, or those who are QBE (qualified by experience). It is not a degree or an accredited qualification – having said that, a number of senior executives with higher degrees (including two MBAs - one from Oxford, and two with PhDs) have completed this rigorous General Management Programme. These people reported as having gained significant added-value from the programme and were impressed by the calibre and collective experience of the participants.

Second – clarity around letters after ones name.

Our experience has shown that unlike the professions (medicine, engineering, academia and so on), senior business practitioners still have an ambivalent attitude towards higher business degrees, particularly the MBA – whose graduates are sometimes perceived as being young over confident, over technical, and short on real-world senior executive experience.

For this reason, we advise against using letters after names on business cards and when signing off in emails and letters despite our understanding that there is currently no legal regulations in New Zealand restricting the use of letters MBA after one's name.

### **Our recommendation:**

That participants who have completed the ISL | <sup>M</sup>B<sup>A</sup> do the following to record and have recognised this intensive and rigorous senior level management development programme:

1. Proudly display the very impressive ISL | <sup>M</sup>B<sup>A</sup> Certificate in their place of work – it certainly stands out as a world-class certificate and brand
2. Include the following on their CV

### **Executive Development Completed:**

2010    INSTITUTE FOR STRATEGIC LEADERSHIP [www.leadership.ac.nz](http://www.leadership.ac.nz)  
ISL | <sup>M</sup>B<sup>A</sup> General Management Programme

**Final thought:** Senior High Court Judges have awarded the certificates at the formal Programme Dinner on previous programmes. This is testimony to the reputation of the Institute for Strategic Leadership and the ISL | <sup>M</sup>B<sup>A</sup>.