



An invitation to change the way in which  
vocational qualifications are managed and delivered,  
based upon the principles of partnership and mutuality

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“Because things are the way they are,  
things will not stay the way they are”

Bertolt Brecht

## Introducing IQ

IQ is a cross sector awarding organisation approved by the national qualifications regulatory bodies in the UK, that brings a fresh approach to the qualifications market. Unique amongst its peers, it is a membership based awarding organisation, based on the principles of mutuality and committed to bringing together the best of UK vocational education in a mutually supportive, controlled profit environment.

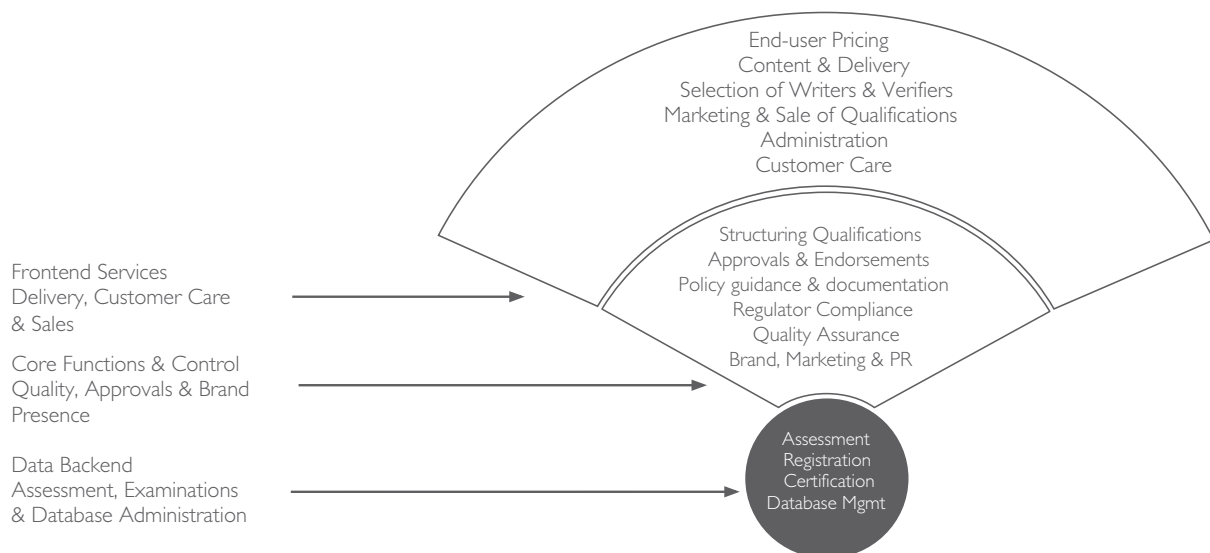
## The IQ Vision

We intend to be one of the ten largest awarding organisations in the UK before 2015. The IQ model harnesses the power of mutuality and partnership to lever market position. The aim is to develop an awarding organisation that:

- Is committed to long term partnership with members
- Has a reputation for quality of assessment, product and service
- Is led by members in relation to product, delivery and pricing
- Works to integrate members in the delivery process
- Is responsive to opportunity

## The IQ Operational Model

We believe in empowering those with key strategic interests in vocational qualifications with greater opportunity to influence and benefit from vocational qualifications. This has been achieved by recognising the key functions of an awarding organisation and re-thinking how they might be undertaken.



Whilst IQ staff take responsibility for the core and data management functions of the awarding body, the customer facing functions can be undertaken by an extended delivery team involving the IQ member organisation or by the IQ team.

## The IQ differential

At IQ, we have set out to identify those things that can improve the way in which awarding bodies operate. In doing so, we believe that we have developed a proposition that will radically transform the way in which vocational qualifications are offered in the UK. What differentiates us from the rest is that:

- IQ is owned and managed by its members, with the assistance of a team of qualifications experts. In this way we are responsive to those that use our qualifications, and not just the demands of shareholders.
- IQ operates with a controlled profit ethos. We price qualifications competitively and are committed to returning surpluses to our member/customers.
- IQ works with its members to define the qualifications. We believe that current subject and industry experts should take the lead on the content of qualifications and approach to assessment in their sector.
- We recognise that some members, particularly representative bodies, can play a central role in offering qualifications in their sector. We offer members a chance to promote awards, provide front line customer service, undertake quality visits to centres, advise on pricing and register candidates. At IQ, we embrace partnership and enable members to play the role that they are able to within the operation of the awarding body.
- We share our branding with our members. We encourage members to allow their logos to be used on IQ certificates as a visible sign of partnership.

## Scope of operation

IQ has been designed to work in any sector of the UK economy where there is a demand for its services and offers:

- Nationally qualifications listed on the Qualifications Credit Framework
- Customised qualifications in response to industry and member needs

## IQ Membership

IQ has two types of membership:

1. Founder members who are investors and shareholders in IQ Ltd.

Founders members have a financial stake in the organisation and can be representative bodies (trade and professional associations), training companies and FE colleges, employers or individual.

2. Members of IQ

These are either customers of IQ, or they can be representative bodies who are involved in the qualifications delivery process as a partner of IQ, serving their own customer base. Members can be representative bodies, training companies, FE colleges or employers.

## Becoming a member

For details on becoming a founder member of IQ Ltd, or a member of IQ please contact IQ at [info@industryqualifications.org.uk](mailto:info@industryqualifications.org.uk)

“Our philosophy is to bring respected partners together to create a world class awarding organisation. Our vision is for an organisation in which customers as members play an active role in influencing policy and direction. An organisation which shares the benefits or success.

Our target is to bring the benefits of mutuality to the delivery of vocational qualifications and create an awarding organisation with a worldwide reputation for excellence in every aspect of its work.”

Raymond Clarke, Chief Executive Industry Qualifications

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