

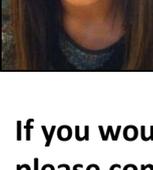
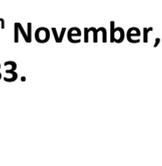
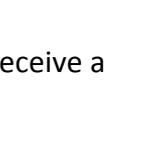


THE HR FORUM, LONDON • 4th November 2014 CONFERENCE PROGRAMME

Ever since Richmond Events launched its first forum back in 1989, thousands of delegates across all disciplines and industries have told us that being able to step away from the office to get a fresh perspective is an invaluable experience, and something they should do more often.

Never has seeing the bigger picture been so important for HR practitioners and this year's CPD accredited conference programme is all about connecting you with the ideas and people that can help you make a difference back in the business – both immediately and in the long term.

PROGRAMME AT A GLANCE

	Being resourceful when times turn inhuman • John McCarthy	
	HR for a disrupted world • Lucy Adams, Founder, Disruptive HR	
	Flip your pyramid – where's growth? • Wayne Clarke, Partner, The Global Growth Institute	
	At the coalface of transformational change • Jonathan Donovan, Deputy Director, Employee Relations and Advice, HMRC	
	Using HR strategy to influence business strategy • Amanda Lennon, Business Services Director, Mitie	
	Using mobile apps as engagement tools • Ciara O'Keeffe, VP Client Success, We Are Beem	
	The 5 ways HR leaders have the greatest impact in their organisation • Steve Radcliffe, leadership expert	
	How to influence anyone and everyone • Nick Saunders, coach & trainer	
	Realising the benefits of diversity • Dr Sylvana Storey, Founder, Organisational Development and Change	

If you would like to receive an invitation to attend The Human Resources Forum on 4th November, please contact Joanne Surgeoner on jsurgeon@richmondevents.com / 020 8487 2233.

Full details about all of our HR events can be found at www.hrforum.co.uk.



The Human Resources Forum qualifies for CPD credits. All delegates will receive a CPD certificate after the event.





OPENING KEYNOTE: “BEING RESOURCEFUL WHEN TIMES TURN INHUMAN” JOHN MCCARTHY, JOURNALIST & BROADCASTER

In April 1986, young journalist John McCarthy was kidnapped by Islamic fundamentalists in the Lebanon. He spent the next 5 years in mosquito-ridden cells, where he endured beatings, physical hardship, boredom and at times, solitary confinement. He was finally released after a staggering 1,943 days.



Incarceration taught John many things and he developed techniques to overcome physical and mental torture, self-doubt and despair. Above all, he learned to live with himself.

Over twenty years on and his experience still captivates the world and we are delighted that John will be joining us to share his unique insights into coping in adverse conditions, facing your fears and dealing with them by maintaining perspective and optimism. He will reflect on the importance of building relationships – with both the good and the bad guys – and building a culture of respect.

Alongside his writing John has worked in television for the BBC, ITV, Sky Arts and Al Jazeera. In radio he is a regular presenter on the BBC World Service and BBC Radio 4.

John is a patron of Freedom From Torture and he was appointed a CBE in 1992.

SEMINARS AND WORKSHOPS

These are speaker-led sessions with many offering the opportunity for delegates to interact with each other throughout.

At the coalface of transformational change

Jonathan Donovan, Deputy Director, Employee Relations and Advice, HM Revenue & Customs;



Transformational change is almost always difficult, disruptive and expensive but the ability to drive deep, sustainable change is a key source of progress whether that is for profit or public service.

Industry research consistently reveals high failure rates for transformational change initiatives but in this workshop delegates will debate how best to successfully embed new and long lasting behaviours, mindsets and processes.

In this session, delegates will learn more about:-

- Creating a vision and getting stakeholders behind it;
- Translating the vision into actionable steps that make a difference;
- Developing the internal capacity to drive sustainable change;
- Measuring progress.





HR for a disrupted world

Lucy Adams, Founder, Disruptive HR



We live in a so-called “VUCA” world – volatile, uncertain, complex and ambiguous. Traditional HR practices will be insufficient to meet the new demands and we must therefore develop fresh thinking, innovative practices and increased capability amongst the HR profession.

Lucy Adams, Founder of Disruptive HR and previously HR Director at the BBC and Serco Group plc, will suggest new ways of delivering HR to meet these demands and will point to the latest thinking and practical examples to show how it might be done.

Using HR strategy to influence business strategy

Amanda Lennon, Business Services Director, Mitie



Having the right people strategy is essential for growth, but few HR leaders play an integral role in their organisation’s wider strategic planning. So how can HR become a stronger partner in the strategy creation process?

In this share and learn session, Amanda Lennon, Business Services Director at outsourcing giant Mitie will kick things off by talking about how her organisation’s HR and business strategies have become more closely aligned over the past 12 months.

Amanda will then lead a group discussion around...

- Prioritising the people agenda - making HR central to managing cultural and business change.
- Using this to measure and demonstrate HR’s contribution to the business
- The barriers to HR increasing its strategic impact

The 5 ways HR leaders have greatest impact in their organisation

Steve Radcliffe, leadership expert



In his twenty plus years as a leadership coach and consultant, Steve has teamed up with dozens of HR professionals in a full range of sectors. He would say that some of them have been outstanding but the majority have not! He says that the best stand out in 5 distinct ways.

In this workshop, Steve will help you explore how strong you are in the 5 key aspects of making a difference and which ones you can quickly improve on. In summary, they are:

- Being in 'leader mode' rather than your safer, smaller 'operator/manager mode'
- Being up to something that constantly energises you because it's connected to what you care about
- Building big relationships and partnerships so that you are up to something together with others
- Creating your support team to include people who actively want you to succeed, and
- Building your emotional strength so you can take the knocks and bounce back quickly.

Join Steve for some straight talking and tough questions about you as a leader and how you develop leaders across your organisation.





Flip your pyramid – where's growth?

Wayne Clarke, Partner, The Global Growth Institute



Busting silos, engaging managers, improving communication, developing leaders, creating strategic alignment, living the values, any of these sound familiar?! Truth is that all organisations grapple with them, wherever they are in the world and whatever the make up of the people they employ, but we're all human and we have the same old stuff to deal with.

What else have we all got in common? That all organisations are created with the need to 'serve' someone. That someone is a customer, a patient, a beneficiary, a service user, a delegate even! And that 'someone' gets served by someone who represents the organisation that employs them. Where these two people meet is the opportunity space for growth and value to be created, or destroyed.

In this session, we're going to take another look at the role of engagement in creating the conditions necessary for this 'interaction' to be valuable to the 'customer' and the employee. We'll focus on what some of the best organisations in the world do to positively impact what we call 'the growth space'.

Featuring exclusive insights from Fortune 500 companies, niche businesses and the CEO's perspective, the point of this session is to help your organisation re-think what the fundamental role of your leaders and managers might actually be.

Using mobile apps as engagement tools

Ciara O'Keeffe, VP Client Success, We Are Beem



With the rise of the digital workplace and the increasingly disparate workforce, it is essential that companies engage with employees quickly and easily. Couple this with the amplified need to instantly get the right information to people, especially in times of increased change and flux, it is easy to understand why mobile is fast becoming the new channel of choice for engaging employees.

Through the use of case studies Ciara will show how mobile apps are being used to communicate with employees, engage frontline workers, encourage employees to become brand advocates and drive overall simplification of company messaging, while reducing costs through enabling bring your own device (BYOD).

How to influence anyone and everyone

Nick Saunders



As an HR professional, a day won't go by when you don't need to influence *someone* - the CEO, a colleague, a director, your team, a supplier, the payroll manager, your boss.....and influencing some people is hard work!

So here's the good news. This session is about how to win over anyone and everyone. Based on the extremely powerful Insights "Discovery" colours tool, this will help you understand how individuals like to deal with the world, how they like to communicate with others and how they like to be communicated to. It's easy to use, memorable and makes a real difference in organisations where effective communication is vital. It can transform the way you deal with and influence people.





HR situations solved by this workshop:-

- I want our people to have more open, honest conversations
- We need more productive and positive meetings
- I'd like less miscommunication and fewer misunderstandings in-house
- We need more effective relationships
- I want to see stronger cross-functional working with our teams.

You will leave this session thinking about your own communication style, armed with a simple yet powerful system that delivers immediate results.

Realising the benefits of diversity

Group moderator: Dr Sylvana Storey, Founder, Organisational Development and Change



In today's workplace, promoting diversity is an expected commitment but most organisations still struggle to realise the benefits it brings to (amongst others) talent acquisition, retention & engagement, corporate reputation, and competitive advantage.

In this roundtable discussion, delegates will debate:-

- Does having a well-balanced automatically deliver business benefits? If not, what are the other elements that also need to be in place?
- Different ways of thinking (cognitive diversity) and different ways of behaving (behavioural diversity) are key components of a cohesive diversity strategy. What level of attention is given to these aspects of diversity compared to identity diversity (i.e. race, religion, gender, age and ability)? Is one more important than the other?
- What tools and measures currently in place in your organisations facilitate the benefits of diversity? How are these benefits realised?
- How does the structure and/or culture of your organisation facilitate or not, the embedment of diversity?



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