

## 2017 CONFERENCE PROGRAMME

10-13 May 2017,  
MV Aurora

### KEYNOTE SPEAKERS

#### WEDNESDAY KEYNOTE:

#### **MICHAEL CRICK, POLITICAL BROADCASTER & JOURNALIST**



It has been said that the five most terrifying words in the political lexicon are: "Michael Crick is in reception".

Ex-Special Advisor to the Office of the Prime Minister, Theo Bertram, had this to say about Michael: "If I was a Minister, I'd sooner face a million angry Tweeters and their online petitions, than one Michael Crick."

Nobody understands politics and politicians better than Michael Crick: almost a year after the vote for Brexit, and with a General Election in a matter of weeks, join Michael for his views on this and his insights into the UK political landscape.

**Michael Crick** is political correspondent for Channel 4 News, presents Dispatches for Channel 4 including Boris v Dave: The Battle for Europe, and recently hosted The David Mellor and Michael Crick Show on LBC Radio on Saturday mornings. He has been a journalist for more than 30 years, working for three of the great flagship TV programmes including Panorama and Newsnight, and he was a founding member of Channel 4 News in 1982, later serving as C4N Washington Correspondent.

Crick has won Royal Television Society awards in 1989 and 2002 and recently was named the 2013 RTS Specialist Journalist of the Year. He is also the author of several books, including biographies of Arthur Scargill, Jeffrey Archer and Alex Ferguson - which were all bestsellers - and of Michael Howard and Michael Heseltine.

#### THURSDAY KEYNOTE:

#### **JIM LAWLESS, AUTHOR AND ELITE COACH**

#### **Taming Tigers: Accomplishing "Mission Impossible"**



Accomplishing "Mission Impossible" is now critical to the survival of a business or a career and depends upon our ability to adapt to and create disruptive changes, to seize opportunities at pace, to play to win rather than play "not to lose", to engage and empower others and inspire action.

Our greatest asset in creating and adapting to change is also our greatest liability: The Human Mind.

When the leaders and people across an organisation begin to understand, own and enjoy the mind-set that creates purposeful change, "Mission Impossible" becomes a live possibility. That's the reason Jim Lawless created the "Taming Tigers" framework.

Jim's Keynote address and breakout sessions will equip you with:

- The Desire to Act to make change happen, personally
- The Courage and Confidence to take personal risks in changing objectives, behaviours and communication and
- Practical Tools: what to do and how to recognise and overcome the personal barriers – the Tiger

**Jim Lawless** is the author of the highly-acclaimed book "Taming Tigers" and elite team coach. He advises companies globally on creating cultural change and elite teams and has implemented successful change programmes in companies including Apple, Barclaycard, Atos, Axa, BT, Aramark, Skrill Group and Badminton England.

He tests his principles on himself before advising others, using "Taming Tigers" to become Britain's deepest free diver, diving below the magic 100m barrier on a single breath of air. He also became a jockey in 12 months - at the outset he was 20kg too heavy and couldn't ride. These adventures and their lessons bring him and his methodology immediate credibility with audiences.

Jim holds a Bachelor of Law degree, and practiced commercial law before founding Taming Tigers Ltd (formerly "Optimise"). He was elected a Fellow of the Royal Society for the Arts in 2008 in recognition of his business writing.

**Jim will run associated workshops which will explore these principles in greater detail.**

**FRIDAY KEYNOTE:**

**Dr David McWilliams: Economist, Author and Broadcaster**

**The world economy**



Deciphering uncertainty is what global economist and much published David McWilliams does best. Professor, practitioner and keenly sought after speaker the world over, David's unique insights provide companies with essential guidance in an increasingly unsteady and unpredictable world.

**David McWilliams** has devoted his entire professional life to understanding economics and developing his own world-view of how the global economy operates. His objective is to make this knowledge and these insights as widely available and easily understandable on as many platforms and to as many people as possible. His economics festival "Kilkenomics" is described by the FT as "simply, the best economics conference in the world".

David has worked extensively in the public and private sectors. He was an economist in the International Relations Department of the Irish Central Bank; Chief European Economist at UBS, Europe's largest bank; and Head of Emerging Markets Research at Banque Nationale de Paris. He hopes that by joining Trinity Business School he can bring his years of international experience to a new group of enthusiastic students and a different way of thinking for future Irish Economists.

## BREAKOUT SESSIONS:

Guided by the industry's leading experts, the following breakout sessions allow delegates to get under the skin of the critical issues they are facing, identify quick fixes to immediate problems and consider longer term plans.

All sessions aim to offer practical takeaways and action points, many of which can be used immediately upon the return to the office. Most sessions are interactive in nature, allowing delegates to learn from each other as well as the session leader.

### **Health and wellbeing in the workplace – The power of data insights in creating a culture of health.**

Dr Wolfgang Seidl, MD MA MBACP(Accred), Partner and Workplace Health Consulting Leader, Mercer



Ill health clearly affects productivity in terms of absenteeism and presenteeism and one in three employees will at some stage experience symptoms of psychological distress - half of these will have symptoms that warrant a common mental health diagnosis. The Health & Safety Executive puts the responsibility for managing employee stress firmly in the court of managers who, in turn, often feel ill-equipped to deal with the spectrum of issues troubling employees.

A positive health care strategy plays a key role in supporting a diverse, dynamic and sustainable workforce. Against the background of significant demographic and social change, Wolfgang will outline how to:

- Create an inclusive “culture of health”
- Become the “caring face” of the organisation while, at the same time, keeping your focus on productivity and the overall goals of the business
- Create a dashboard that transforms wellness through rigorous data-driven activities for the benefit of all colleagues and the profitability of the organisation.

**Wolfgang Seidl** advises companies on health & well-being strategy, integrated models of healthcare, absence management and proactive interventions, such as resilience programs. He is a member of the Global Health Management team, founded the European Health & Well-being Network and currently advises a number of blue-chip companies on health & wellness strategy and implementation.

Before joining Mercer in 2010, Wolfgang was Executive Director of the Validium Group and Director for consultancy, sales and clinical programs at Accor Services.

He is a Doctor of Medicine, holds a Master's degree in Psychiatry, Philosophy & Society, and is a BACP accredited Counsellor and Psychotherapist. He is an internationally recognised expert in the field of quality enhancement measures in workplace health and the business impact of health management in terms of ROI models. Wolfgang has many years' experience in running Employee Assistance Programs; he is a board director of the Employee Assistance Research Foundation (EARF, St Louis, Missouri) and a Professor at Beijing University.

## **The Superdry (SuperGroup) HR Story: Transforming people and performance!**

Andrea Cartwright, Group HR Director, SuperGroup Plc



When Andrea joined SuperGroup, the owner of British lifestyle brand Superdry in 2012, it was a well-established UK business. HR had no presence or impact in the business and she set about building a world-class team to drive their mission of *'transforming organisational performance and people's working lives for the better.'*

Retaining entrepreneurial culture was of paramount importance and Andrea and her team have achieved outstanding success in an environment of incredible growth and diversification. Superdry now has a presence in 51 countries, an average age profile of 25 and, despite headcount growth from 2,000 to 6,000 in a four-year period, has retained the cultural magic that drives their success. Join Andrea to find out how it was done!

**Andrea Cartwright** has led SuperGroup through a period of rapid growth, international diversification and change of executive leadership. As their first ever HR Director, she has led the people agenda as the business transitioned from a UK centric, founder-led organisation into a global phenomenon. Alongside the ever-increasing complexity of leading a business that operates in 20 different employment jurisdictions around the world, headcount has tripled to c 6,000.

First and foremost a business thinker and leader Andrea's philosophy is that great HR has the potential to transform both organisational performance and people's working lives for the better. She has a reputation for challenging the status quo of HR thinking – particularly in the field of performance management, reward and engagement.

Describing herself as 'a retailer at heart' she cut her early HR teeth at Tesco. Andrea was Head of HR at Nationwide Building Society and during her time there led significant change in their approach to reward, employee engagement and organisational effectiveness, using innovative and award winning approaches to people management. She has previously held senior HR roles with AXA Life & Pensions, Barclays Banking Group and run her own successful independent consultancy business.

## **Delivering sustainable growth through an engaging culture.**

David D'Souza, Head of London & Head of Engagement, CIPD



Helping your people be at their most effective is critical to business success. We want people to be creative, passionate, vocal, supportive and committed – the best way to achieve this is through a culture centred on enabling these behaviours to flourish. This session will explore how to remove common barriers to great productivity and simple ways to make a difference to people's performance every day – putting the human back in HR, the session will cover:

- Building the case for making a difference
- Focusing on conversations - not surveys
- Key lessons from relevant research in psychology and behavioural economics
- The impact of removing corporate jargon

**David D'Souza** is the CIPD's Head of London. Recently described by Workplace Insight magazine as "one of the UK's most influential HR and workplace commentators", he is a respected speaker and writer on progressive HR & business practice.

David has expertise on a wide range of areas, including organisational development, learning & development, talent and performance management, technology, engagement and the future of work.

Prior to joining the CIPD, David worked as an independent Organisational Development Consultant, having held previous roles as Head of People Development at Metrobank and in various HR positions for an international FS firm.

## **Diversity - what works?**

Simon Fanshawe OBE, Partner, Diversity by Design



Almost every company and organisation has a section on their website which, with all sincerity, declares diversity as a priority, a commitment and fundamental to their business. And they mean it. However, there is a change in thinking going on about how most effectively to achieve significant results. Behavioural economics and the lessons learned over the last ten years, combined with the most recent research, is mapping out a new direction for the way you create more diversity.

In this session, Simon Fanshawe OBE, will explore the research and the lessons learned and outline new approaches to the development and promotion of talent and workforce planning that are effective in creating greater diversity to the benefit of companies and their staff. He will explore the importance of leadership, creating change in the composition of your staff, supporting HR and how you manage diversity well.

**Simon Fanshawe** was a co-founder of Stonewall and has experience as a chair of Boards (most recently of the University of Sussex, a £350m top 20 institution). He is a consistent and careful challenger in business and social change who works, as part of his consultancy 'Diversity by Design', with organisations and people to hold them to their core purpose. He currently works with Co-op Food, Citi, The Corporation of London, The Museum of London, the Universities of Sheffield and Cardiff, GCHQ inter alia to develop meaningful programmes of change in diversity, to enhance their performance and the achievement of their core goals.

## **Flexible working – Making a difference to the bottom line: How we changed things for the better at Ulster Bank!**

Frank McCracken, Senior HR Professional in RBS and Head of Employee Relations for Ulster Bank Ireland DAC

A case study presentation on:



- effecting change
- recognising staff needs through listening
- getting senior management buy in
- increasing employee motivation
- adding to the bottom line



**Frank McCracken** is a Senior HR Professional in RBS. Currently Head of Employee Relations for Ulster Bank Ireland DAC, he was previously Head of Human Resources in Ulster Bank Retail. He has also held the positions of Communications Manager and Employee Relations Manager in First Active plc. Frank has broad HR experience at a senior level with extensive experience in employee engagement, change management, communications, employee relations and organisational development.

He is also Board Chairman of the charity Sanctuary which provides leading edge stillness and mindfulness programmes in the business of the modern world and he is President of Sutton Lawn Tennis Club - one of Ireland's leading sports clubs.

## **Ethics and employee data – what's your GDPR strategy?**

[Ardi Kolah LLM, Executive Fellow and Co-Director, GDPR Transition Programme, Henley Business School.](#)



The EU General Data Protection Regulation (GDPR) aims to harmonise laws across the EU and create an onus on companies to understand the risks their data storage can create for others. Employers need to mitigate those risks to build a comprehensive culture of privacy and must prepare for change as penalties could be severe. So, what are the issues that HR needs to address?

Join Ardi to discuss:

- The aim of the new rules and the position post Brexit
- New requirements for domestic and cross border use
- A new focus on distinguishable consent and erasure
- Is there any wriggle room for the employer?
- Who is the new Data Protection Officer and how will he work with HR?

**Ardi Kolah LLM** is recognised as one of the leading data protection practitioners in Europe and has provided advice to the Shadow Minister for Digital Economy and Senior Civil Servants as well as Special Advisors to Scotland's First Minister on the impact of the EU General Data Protection Regulation (GDPR).

He's the founder of GO DPO® and the GDPR Transition Programme at Henley Business School that has attracted international interest and is the only executive education programme for senior managers offered by a leading business school in Europe.

Editor-in-Chief of the *Journal of Data Protection and Privacy*, he has Cabinet Office and Ministerial-level consultancy experience and took part in a debate with Jan Albrecht MEP, the chief architect of the GDPR at the FT Europe Cyber Security Summit 2016. He consults for a number of multi-national clients in financial services, banking, automotive, technology and infrastructure sectors.

## **The Gender Pay Gap: identifying and tackling the issues.**

Ed Stacey, Partner and Head of Employment Law, PwC



On 5 April 2017, all UK based employers (with more than 250 employees) are required to take a snapshot of their pay data to enable them to report on their gender pay gap. This session will be considering:

- What employers are required to do with their data and by when.
- Some of the risks and challenges that employers may encounter.
- The benefit of working under legal privilege.
- Some short, medium and long term ways to improve the gender pay gap.
- How to manage communications to employees and in the public domain.

**Ed Stacey** leads the employment law team at PwC which was recently recognised as HR Law Firm of the Year 2017 by Legal 500. Ed has been a lawyer for over twenty years, much of which was spent in-house. His work has been widely reported in the media (including BBC, Times and Financial Times) and he has been interviewed by CNN, BBC and other national and international news stations on a range of employment law issues.

## **Why current reward mechanisms do not work for Millennials**

Jo Steen, People Director, Ben Sherman



Millennials have different expectations of jobs and careers and current debates have us running scared. This raises important questions and requires us to think differently in terms of how we describe jobs and how we give weight to jobs in the future.

Increasingly advancing technology is moving us into new and unfamiliar territories. Often, we have no language to describe these new roles as experience can't describe it and most current pay, reward and evaluation systems work only on the basis of describing what is already known.

This challenges existing thinking and the question of what we value in the future. We need to turn reward on its head investigating new ways to match and develop talent: identifying, recognising, developing and rewarding those individuals who can make the difference in the future rather than those individuals with the skills, knowledge and experiences of the past.

**Jo Steen** is an experienced HR practitioner specialising in the demanding private equity space. Alongside her generalist responsibilities she is also a qualified cognitive scientist practising in the talent, organisation design and reward arenas.

Jo is passionate about changing demographics and how this shift challenges the way we identify, develop and reward our future talent. She brings her generalist and specialist scientific expertise to argue the case for better alignment of our reward and talent management teams.

## **The digital workforce: how do we hire, manage and retain employees in this sector?**

Sarah McQuade, Senior HRBP EMEA, Uber



The rapidly growing digital, freelance economy has introduced a new mode of working and is transforming workforces and corporate procedures.

How do we develop and implement successful strategies to recruit, motivate and retain talent in this sector?

**Sarah McQuade** is an International HR Lead with experience across EMEA and the US. Sarah has worked in small, medium and large hyper-growth tech organisations where she has covered everything HR from set-up to coaching of executives. She currently leads all HR activities in EMEA for the Ops organisation at Uber.

## **The apprenticeship levy: turning a cost into an opportunity!**

Erica Farmer, Apprenticeships, Employability and L&D Lead, Centrica



Erica will share the Centrica Apprenticeship story and discuss:

- Insight into the build of new Standards and Assessment plans from a large employers' perspective
- Maximising the Levy contribution across the UK and how it can support you in building a talent pipeline
- Driving ROI from Apprenticeship programmes

Centrica is the first employer to deliver the new Customer Service and Smart Engineering Trailblazer Apprenticeships which are driving significant increases in productivity across the group, enabling front-line teams to speak to more customers over a shorter period of time, therefore driving customer satisfaction net promoter scores (NPS). Centrica also enjoys a 92% completion rate for the programmes which are all delivered in-house using a highly skilled L&D delivery function, in partnership with the Skills Funding Agency (SFA) and Department of Education (DofE).

**Erica Farmer** is an experienced L&D leader and Apprenticeship expert who has led Apprenticeship strategy in both LV= Liverpool Victoria and British Gas Centrica.

She is part of an award-winning Learning and Development function at Centrica and is also a member of the Employer Development Group, developing the new Trailblazer Apprenticeship standards on behalf of the UK Government. She represents Centrica at the National Apprenticeship Service's lead employer Apprenticeship Ambassador Network (AAN) which meets in Westminster throughout the year and is the hub of the skills debate.

The Centrica Apprenticeship and Employment strategy is designed to maximise return on investment, encourage diversity in the workforce and provide opportunities for all to build a fulfilling and challenging career. At this year's National Apprenticeship Awards (NAW) Centrica was recognised by Robert Halfon, Minister for State for Skills, for leading the way in the Apprenticeship arena, and both the Welsh Assembly and Scottish Parliament have recently invited Centrica to consult on cross border skills reform to understand how this impacts UK Plc.



## **Supporting leaders to achieve employee engagement: the power of perception, perspective and relationship dynamics.**

Emma J. Bell, Author, Employment Lawyer, Facilitator, Coach



HR professionals who understand how to coach leaders in motivating and engaging employees are highly valued. In this session, we will look at what motivates employees and how to coach leaders to shift perspective in dealing with performance, disciplinary or engagement issues so as to get the best possible outcome.

Rather than looking at process, we will look at the power of perception, perspective and relationship dynamics in developing employee motivation and engagement. HR professionals will then be able to 'blend' this learning with the advice and support they provide to leaders and managers, so as to add even more value in their role.

**Emma Bell** draws upon her 20 years as a top-rated employment lawyer and 7 years as a Judge in understanding what makes relationships at work, work. Emma has used that insight in developing leaders across all sectors over the past 15 years as a coach, facilitator and trainer and in working with Boards and Partnerships where the relationships among leaders has broken down. Emma's book 'The True You' explores the drivers of behaviour, and how we can all take the lead in building remarkable relationships with others.

## **The impact of AI on the workforce and the world of work.**

Dr Steve Davies, Head of Education at the Institute of Economic Affairs.



There is a great deal of talk about automation and its possible impact on our workforce. We have been here before but this time it does look as though we are looking at something genuinely new – the reason is the AI element rather than simple mechanisation.

There are quite a few studies on the likely impact of serious AI. These indicate that between 35 and 60% of current jobs are 'at risk' and it is professional and administrative jobs that are most at risk.

This gives rise to a number of questions:

- What kind of roles or tasks are not at risk? The answer is two quite different kinds of role.
- What new jobs or roles will be created or expanded? Quite a surprising answer.
- If you look at the things a firm or the economy more generally does to deliver products and services, which of these would you be looking to automate, which ones would you keep or even expand and which ones might you actually create for people only to do?

Join Dr Steve Davies to discuss the likely effects of AI in your company!

**Steve Davies** is Head of Education at the Institute of Economic Affairs in London. Prior to this, he was Program Officer at the Institute for Humane Studies at George Mason University in Virginia. From 1979 until 2009 he was Senior Lecturer in the Department of History and Economic History at Manchester Metropolitan University. He has also been a Visiting Scholar at the Social Philosophy and Policy Center at Bowling Green State University in Bowling Green, Ohio.

A historian, he graduated from St Andrews University in Scotland in 1976 and gained his PhD from the same institution in 1984. He was co-editor with Nigel Ashford of *The Dictionary of Conservative and Libertarian Thought* (Routledge, 1991) and wrote several entries for *The Encyclopedia of Libertarianism* edited by Ronald Hamowy (Sage, 2008), including the general introduction.

He is also the author of *Empiricism and History* (Palgrave Macmillan, 2003) and of many articles and essays, on topics including the private provision of public goods, the prospects of the BBC, and the history of crime and criminal justice. Among his other interests are science fiction and the fortunes of Manchester City.

## DISCUSSION GROUPS:

Our discussion groups provide an opportunity to take part in round table, conversation-only, peer to peer meetings moderated by a facilitator to encourage open and frank discussion of current issues and topics. (Please note they are not formal presentations given by a speaker).

### **How can difficult conversations be made easy in the workplace?**

Sue Ingram, Director, Converse Well



Research by the CIPD in July 2015 reported that 57% of managers would do almost anything to avoid a difficult conversation and 52% said they would rather put up with a negative situation than talk about it.

conversations that need to happen in our workplaces are actually taking place. Appraisal meetings are skimmed over, poor performing staff passed onto other managers rather than being held accountable, managers are continuing to perform badly for lack of feedback on how to improve.

So, what needs to be in place within an organisation for difficult conversations to be viewed as easy and a positive action to take? What steps need to be taken to build a culture where considered and generous feedback becomes the norm?

**Sue Ingram** is a trainer, speaker and author on *Difficult Conversations*. In 2015 she published her book, *Fire Well. How to Fire Staff so they Say Thank You*. She has been an Honorary Teaching Fellow of Lancaster University for 12 years where her workshop 'Leading Difficult People' was part of their international MBA program. Sue started her HR career working in the City and sales environments before becoming an executive coach and facilitator working with such organisations as Tesco, Hitachi, Airbus, BAE Systems, Bournemouth University and the public sector.

### **Connecting real-life human behaviour with an organisation's strategic and cultural aims.**

Dr Paul Jones, Senior Engagement Consultant, Karian and Box

Join this discussion group to share your experience, expertise and latest thinking on:

- Ensuring that colleagues know how their role contributes to the goals, vision and mission of the organisation
- Identifying the frontline behavioural drivers that will lead to improved business performance
- Connecting the everyday fundamentals of roles and responsibilities with organisational strategy
- Embedding the right mindsets and actions through behavioural models that really work
- Measuring the impact on behaviour and fine-tuning your approach – or radically reworking it!



**Paul Jones** is an engagement consultant at Karian and Box, providing insight-based consultancy and campaign strategy and delivery for clients across a range of sectors, including financial services, mining and consumer goods.

Over the last 18 months, he has worked closely with a number of financial clients to develop compelling strategic communication campaigns, targeting a range of audiences in a 'time of change-as-usual' transformation. He is currently heavily involved with a truly global company in delivering a Code of Conduct programme that is embedding values-led behaviour change in the ethical decision-making of leaders and employees alike.

He also specialises in qualitative research where he uses insight-based consultancy to develop strategic recommendations for employee engagement and internal communications.

## **Shaping realistic empowerment in an age of democratic expression and social power.**

Ian Barrow, Client Services Director, Karian and Box

Join this discussion group to share your experience, expertise and latest thinking on:

- Defining what empowerment and enablement means for your organisation
- Setting realistic levels of empowerment and enablement for grades and job roles across your organisation
- Striking the right balance for employee expectations of empowerment and enablement in an age of personal expression and social power
- Maximising the impact on innovation, collaboration and engagement of key opinion leaders and influencer networks
- 'Managing up' to get senior stakeholders comfortable with an empowerment and enablement strategy.



**Ian Barrow** has been partnering with organisations to help them become more effective for over 25 years, connecting employees and how they work day-to-day, to the critical corporate outputs. He has helped organisations to identify, understand and improve the underlying drivers of engagement across a range of stakeholders and has been involved in research and consulting in a number of senior roles for Harris Interactive, Hay Group and Engage Group.

He has worked with companies, in both the public and private sectors, developing innovative analytics, reporting and action planning processes to take their organisations forward. He has also developed a keen understanding of how to listen to the voice of all stakeholders, presenting what he hears in an accessible way and using this to gain buy-in to strategies for making change happen. He has a passion for researching people's behaviours and motivations, transforming organisations into more effective and inspiring places to work.

## ONE-TO-ONE EXECUTIVE COACHING:

Take the opportunity to spend time with one of our highly qualified and experienced coaches to carve out some space to explore and reflect upon whatever's on your mind.

You may have a specific, business-related issue that you would like to bring or something that is more connected to your life outside of work: challenges, ambitions, obstacles, or simply a 'niggle' or curiosity about something you can't quite define. What you discuss is entirely up to you.

Whatever it may be, our coaches will bring their full attention and an independent perspective to the conversation. The ultimate goal is that you leave with more options and ideas, feeling better resourced to move forward. You may be surprised at what you can achieve!

### **Executive Coach 1 - Louise Bradshaw**



As a Senior Executive with PCI Louise has extensive experience from her many years in the retail and financial services sectors. Prior leadership roles within sales, service and training means that she understands firsthand the issues which face leaders and the strategies to overcome them.

Her specialist areas are leadership, enhancing performance, work/life balance, branding and image, dealing with conflict, overcoming procrastination and identifying career visions.

She has built an enviable reputation as an inspirational executive coach, working at senior levels in the public and private sector delivering results through building strong long term relationships with individuals and exceeding client expectations.

Her adaptable and flexible approach to meeting the needs of the situation together with a lively and enthusiastic 'can do' attitude, means she inspires her clients to achieve more than even they thought they were capable of. Louise is direct and is perfect for clients who want results quickly.

### **Executive Coach 2 - Graham Da Costa**



An Executive Coach with 30+ years' commercial experience specialising in Leadership, culture and gaining the 'discretionary effort' of employees through motivation and engagement. Before focusing on executive coaching and consultancy, Graham held a number of senior customer facing leadership, operational and HR roles within financial services. A thought leader and regular conference speaker in the areas of attitude and all aspects of feedback. His challenging style, supports leaders to make fact-based decisions bringing external objectivity to their individual, team and organisational success.

## Executive Coach 3 – Tom Boyle



Tom is an Executive Coach with over 25 years' experience in the development of individuals, teams and organisations. He provides Executive coaching and designs and delivers management, leadership and organisation development. Enhancing the careers of clients in organisations across Europe, USA, Africa, Middle East and Asia.

Tom has worked with the Banking, Insurance, Telecoms, Technology, Travel, Hospitality, Health, Transport, Leisure, Oil & Gas, Property and Retail sectors.

Prior to becoming an Executive Coach, he headed up the Learning & Development function for 1800 managers in The Post Office during its separation from Royal Mail. Here he focused on building a coaching and commercial culture to help the Post Office towards financial independence. He also developed the senior leadership programme for the top 50 executives in the company.

Tom has worked across a range of managerial levels including CEO, MD and President. His style is passionate, responsive and creative and he works to inspire individuals to find previously untapped levels of capability and motivation and to help create lasting personal commitment and behavioural change.

## Executive Coach 4 – Jenifer Richmond



**Jenifer Richmond** is a qualified Executive Coach and Leadership mentor to ILM 7 and is a certified NLP practitioner. She has a proven track record as an HR Professional and Senior Director for National Express UK Coach, Amey and The Boots Company and has made significant contributions to strategy development and deployment.

She now works with senior executives to provide a challenging and supportive environment which gives them the time and space to identify and work on their key business and development goals, building strong rapport and trust and enabling the executive's full potential to be realised. Where appropriate, she uses a toolkit of models and exercises to uncover new insight, delivering real impact and value. Her clients include Morgan Stanley, Johnson Controls, Finning UK, Amey, NHS, Leeds Beckett University, National Express, Ideal Standard, Shepherd Group, Lloyds Pharmacy, NOMS (part of Ministry of Justice) and Siemens.

## PROFESSIONAL & BUSINESS DEVELOPMENT



### **Taming Tigers: Accomplishing "Mission Impossible".**

Jim Lawless, Author and Elite Coach

In this interactive workshop Jim Lawless will expand upon his opening address on developing ability to adapt to and create disruptive changes, to seize opportunities at pace, to empower others and inspire action. Understanding, owning and enjoying the mind-set that creates powerful change.

## **The Inspirational Presentation Masterclass.**

Jim Lawless, Author of 'Taming Tigers' and Elite Coach



Jim Lawless delivers around one hundred professional presentations each year around the world at major corporate and industry events. In the past 12 months, his largest audience has been 3000 high-calibre international sales people in Vegas and his smallest, a board over a private dinner.

For the first time, he has offered to take us behind the scenes of how a professional speaker thinks, prepares and delivers.

Jim says:

"The pro speaker, like the pro sports person, has to know precisely how they do it. There cannot be 'bad days'. This means that both the art and the craft is studied and understood – and excellence made consistent. As in any art form, only once you know the craft, can you forget it when you perform. In this masterclass, I want to demonstrate that the craft is very learnable – by everybody – and give you some of the basics.

I will show you the difference between a professional leader's mindset and a "corporate" mindset when presenting - towards yourself, your audience, your objective, your material and your stagecraft.

We will study how to deliver your inspirational presentation using mind, body, voice, structure, dynamics, and a proper mix of imagery and poetry with fact and roadmap. We will start thinking about how you build your credibility in the room both before and during the presentation, with the audience front of your mind. It is a short session - so we will concentrate more on mindset and delivery than on writing and structuring your material.

I look forward to meeting you!

PS - Introverts and "I don't do presenting" people are particularly welcome".

**Jim Lawless** is a highly sought after speaker and the author of the highly-acclaimed book "Taming Tigers". He advises companies globally on creating cultural change and elite teams and has implemented successful change programmes in companies including Apple, Barclaycard, Atos, Axa, BT, Aramark, Skrill Group and Badminton England.

He tests his principles on himself before advising others, using "Taming Tigers" to become Britain's deepest free diver, diving below the magic 100m barrier on a single breath of air. He also became a jockey in 12 months - at the outset he was 20kg too heavy and couldn't ride. These adventures and their lessons bring him and his methodology immediate credibility with audiences.

Jim holds a Bachelor of Law degree, and practiced commercial law before founding Taming Tigers Ltd (formerly "Optimise"). He was elected a Fellow of the Royal Society for the Arts in 2008 in recognition of his business writing.

## **James Bond in the management process.**

Stefan Zürcher, Stuntman & Film Producer, Alpine Films



Who doesn't recognize the opening scene of the James Bond movie "On Her Majesty's Secret Service", where the British agent is chased by a handful of skiers through the Swiss mountains and manages to escape the villains of Blofeld.

One of those skiers in 1968 was Stefan Zürcher!

Once he got his start as a stuntman, the film industry had him in its grip. For the past few decades, he has overseen breath-taking action sequences as a snow and ice consultant on James Bond Productions. The outline for success lies in the combination of a clearly structured process and creative ideas - a manager needs to be creative in the same way. In this session, Stefan shows how the parallels between planning and the production process are connected to real management.

**Stefan Zürcher** began his film career in 1968 as a stuntman / skier in the Bond Film 'On Her Majesty's Secret Service'. He has worked as a Line Producer Production Manager, Assistant Director, and stuntman on more than 40 feature films all over the world. Between 1968 and 2016 as part of the Bond-family, he was in charge of location scouting and location management, specializing in snow and ice sequences for 10 Bond films. He also owns the award-winning commercial film production company Alpine Films.

## **Dress for Success!**

Gay Richardson, Style Coach, Style Me Confident

Did you know ....



- You have 7 seconds to create a great first impression!
- 95% of people dress incorrectly for the work they do.
- Your image establishes your credibility & sets you up to succeed.

You need to portray the right image if you want to succeed in a competitive environment. Male or female - how you look creates an impression of your confidence and expertise and getting your image right through what you wear can help you succeed at work and progress your career.

This informative and fun workshop will:

- Solve the 'Business Casual' conundrum
- Explain the 4 levels of formality
- Teach you to garner instant credibility with your style
- Help you negotiate the high street for key pieces
- Enable you to dress faster and better than ever before

**Gay Richardson** is a successful and award winning style coach. Her clients are both private individuals and professionals from national companies such as O2, Southern Water, Debenhams and local professional service firms. She trained at the London College of Fashion and has helped clients to portray the right image for more than 10 years as 'Style Me Confident'.

She is a contributor to several leading publications including Prima, Woman's Own, The Mail on Sunday You magazine, M&S bank, ETC magazine amongst others. In November 2013, she won the 'Woman of the Year, Women in Fashion award'. Gay aims to help men and women to feel more confident and her approach is warm, encouraging, supportive and fun.

## **Cheese and Wine Tasting.**

Steve Parker, Managing Director, Hampton Cheese and Wine Company

## **Sparkling Wines, Champagne and Cheeses.**



Champagne is often regarded as the benchmark for sparkling wines, but there are now top quality 'wines with bubbles' made throughout the world, including countries such as England, Italy and Canada.

In this lively and entertaining Tutored Tasting, Steve will take you on a journey through some of the variety of sparkling wines available, each paired with a delicious cheese.

Each wine and cheese will be presented along with its history, manufacture and other interesting stories about them.

## **Big Powerful Wines with Big Powerful Cheeses.**



Not for the faint-hearted, this Tutored Tasting will explore 5 full-bodied wines from around the world, including whites and reds. Each 'blockbuster' wine will be paired with a full flavour cheese.

Each wine and cheese will be presented along with its history, manufacture and other interesting stories as Steve takes you on a lively and entertaining journey through strong flavours.

**Steve Parker** has 30 years' experience in FTSE-100 FMCG drinks companies, at all levels of management. He has wide and varied experience in a number of business and commercial disciplines. Since leaving big business in 2010, Steve founded and built Hampton Cheese and Wine Company, an award-winning cheese shop, deli, wine bar/shop and Tasting Room in South-West London.

In addition to running Hampton Cheese and Wine Company, Steve judges in a number of international food and drink awards: The World Cheese Awards, British Cheese Awards and Independent Wine Merchant Awards.

He has also featured in a number of industry publications including Speciality Food, The Wine Merchant, Decanter, Off Licence News and the Fine Food Digest.

Steve's lively and entertaining presentation style is informal and informative meaning you will taste some amazing cheeses and wines whilst learning a whole pack of information at the same time.



## SUPPLIER SESSIONS:

### **A Holistic Approach to Employee Wellbeing.**

Rosemary Lemon, Group Head of Reward, Hays plc, on behalf of SalaryFinance

In this session you will:



- Gain first-hand insight into how Hays, a leading British company providing recruitment and HR services across 33 countries, highlights the importance of employee wellbeing through a holistic benefits proposition.
- Understand how Hays breaks down the concept of Employee Wellbeing into 5 key pillars, and then demonstrates how the employee benefits they offer under each pillar can help support their workforce in every aspect of their lives.

- Learn how Hays reorganised its flexible benefits scheme, and the communication strategy around it, to give employees a better understanding of what the package includes.

**Rosemary Lemon** is the Group Head of Reward at Hays. Previously, she worked at Legal & General as Group Head of Reward for nearly seven years. Prior to that, she held similar positions in Burberry, P&O Nedlloyd and Texaco. Before moving into HR at Texaco, Rosemary worked in the business for eight years in roles that included Manager of Budgets and Strategic Projects, and Manager of Retail Budgets and Retail Contracts Administration.

### **Get relaxed then get pumped up!**

Piers Bishop, Co-founder, WeThrive



Part 1 - Life is so busy and stressful that most of us don't know what it's like to be deeply relaxed - in fact many people find it hard to relax at all.

We'll spend half this session exploring simple techniques that you can take away and use whenever life gets stressful - just properly evidenced physiological techniques which will change the way you feel inside and help you feel calmer and keep a clear head, whatever work throws at you.

After clearing your heads, and enabling higher level thinking, free from stresses and distractions, let's enter part deux...

Part 2 - Want clearer-headed leadership and more motivated staff? Want fewer stresses at work? Need to do something about Mental Health issues before they explode, rather than mopping up the pieces afterwards? We'll explore with a select handful of our clients how we've helped their organisations be more mindful of, and responsive to the human condition, and make things sustainably better at work.

**Piers Bishop** worked in broadcasting before starting a second career as a psychotherapist. He then taught brief therapeutic skills and was part of one of the first consultancies to take a modern understanding of human biology and neuroscience into the workplace. In 2015 he co-founded WeThrive, which uses technology to help businesses understand and improve human sentiment at work.

## **Is Performance Management dead? How to drive the performance and behaviours your business needs.**

Kevin McAlpin, Managing Director, Performance Coaching International



78% of HR Directors are changing or reconsidering Performance Management.

70% of managers are unable to have the conversations your organisation needs them to.

Why?

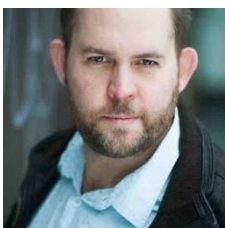
In this interactive session, we will review the latest research and find out why Global organisations such as Google, Microsoft, GE, and Deloitte have recently scrapped the traditional performance management process.

80% of employees believe their performance review is inadequate. Is the traditional process on the way out? Why do they fail? What is the cost to industry? What will be the future way of measuring the performance of individuals and teams?

**Kevin McAlpin** is one of the UK's leading Executive Performance Coaches. Originally a highly successful sales and operational manager, Kevin has held various HR board level roles. He regularly speaks at conferences and appears in the media as a thought leader in the areas of building trust and reputation, thriving in uncertainty, resilience and having courageous conversations. Kevin has also coached a wide range of international sports people, including Olympic, world and European record holders. He is also the official PGA EURO PRO Golf Tour performance coach and author of the bestselling book 'The Five Minute Failure' and 'Presenting the Penguin Way'.

## **Social media: Is your corporate brand really in your employees' hands - or is it time to let go?**

Darren Maw, Barrister & Managing Director, Vista Employer Services Ltd



What's the 'corporate line' on employees' posts about your business on social media? I don't mean what the policy says – what 'the line' is? Amongst the people at the top table, is there even one line?

As social media has become the way we live now, is it time to worry less about whether a post brings a company into disrepute?

That's the attitude I proposed in People Management in relation to media coverage of a case of sex in the office that was captured on camera and quickly made its way into the Twittersphere:

[www2.cipd.co.uk/pm/peoplemanagement/b/weblog/archive/2017/02/14/sex-among-staff-and-a-social-media-scandal.aspx](http://www2.cipd.co.uk/pm/peoplemanagement/b/weblog/archive/2017/02/14/sex-among-staff-and-a-social-media-scandal.aspx) - (This link will take you away from the questionnaire, please open in a new tab)

It's an article that was designed to prompt a worthwhile debate amongst senior HR professionals: in a world where social media represents a mainstream communication channel, what actually does bring a company into disrepute and what should employers tolerate? When it's the wrong side of 'the line', is it education or discipline that should be the response?

There's no one answer to this – but it is a question that is central to your employer brand. This session will explore thinking, share experiences and identify what factors decide where 'the line' is

for your business.

**Darren Maw** is an employment law barrister and has worked with companies such as Airbus, BAE Systems, Culina Logistics, General Motors, Colgate-Palmolive, Muller and Durex (SSL), together with professional services and consultancy businesses. As Managing Director of Vista, Darren is passionate about innovative and truly bespoke service delivery across the HR professional services portfolio.

## **Storytelling at Kerry Foods to launch its Purpose, Vision and Values.**

Alison Esse, Co-founder, The Storytellers



Maintaining market dominance and expanding both its product range and market reach has been a challenge for one of the UK's most famous food brands.

Alison Esse, Co-founder of The Storytellers, will explain how Kerry Foods used an innovative storytelling approach to engage its 6,000-strong workforce in its Purpose, Vision and Values to establish a strong foundation for its next chapter of growth. Highlights include:

- The creation of a simple, clear and emotionally compelling strategic narrative that everyone could believe in and unite behind.
- How leaders personalised the Story for their teams - with outstanding results.
- How everybody in the organisation has taken ownership of the Story, embedding the values into their day-to-day activities.
- The positive impact on leadership capability within the business, and how they have won hearts and minds across the organisation.

**Alison Esse** is one of the founding partners of The Storytellers, pioneering storytelling in business as a practical, tangible methodology. A graduate in modern languages from Edinburgh University, her early career was spent in consumer PR, event production and sales and marketing. She is a regular speaker on the subject of storytelling and the role it plays in high performing leadership, change and transformation. She is responsible for building the profile and client base of The Storytellers worldwide and plays a pivotal role in building senior client relationships at board level.

## EVENING ENTERTAINMENT

### **An evening with Justin Moorhouse (Friday 12<sup>th</sup> May)**



Justin is a natural, quirky and imaginative entertainer and has been a comedian for the past decade and a half. He is an established favourite on the UK comedy circuit and his comedy has taken him on tour to Australia, China, Japan and the Middle East. He has performed stand-up comedy on television a number of times including, several series of The Comedy Store (Comedy Central), One Night Stand (Dave) and was Michael McIntyre's guest on his Blackpool leg of Comedy Roadshow (BBC1).

## FRIENDS, PEERS, COLLEAGUES

Most HR professionals feel that they don't spend enough time with their existing network of peers. We can help. If you are part of a group of senior HR practitioners, either formal or informal, and would like us to create a bespoke networking and learning experience for you, then please get in touch to discuss this further.

## JOIN US...

### **Interested in speaking?**

Please contact Hilary Fenwick on 020 8487 2244 or [hfenwick@richmondevents.com](mailto:hfenwick@richmondevents.com)

### **Interested in being a delegate?**

If you would like to receive an invitation to attend The Human Resources Forum, 10-13 May 2017 on board the Aurora cruise ship, please contact:

Sophie Katon: 020 8487 2261 / [skaton@richmondevents.com](mailto:skaton@richmondevents.com)

Further details can also be found at [www.hrforum.co.uk](http://www.hrforum.co.uk).



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

