

POST EVENT REVIEW 2011

The Human Resources Forum 18-21 May on-board the Aurora The Human Resources forum at Savoy Place 1st November



On 18th-21st of May and Tuesday 1st of November 2011 a combined total of over 400 HR practitioners, service providers and industry experts joined together on-board the Aurora and at Savoy Place in Central London to debate the burning issues of the day, forge new partnerships and develop personal networks.

This Event Review covers just a few of the highlights from the two events, if you would like any further details please **contact us**.

Keynote Speakers:



Many Voices One Sound

The message from renowned conductor and management consultant Christian Gansch in his keynote address was how, whether in the world of music or business, it can be essential to have a key figure such as a conductor or a senior manager to unite the many voices of various departments so they make "one sound."

For example in a small orchestra of 15-20 people it is possible for each of the musicians to hear the others. However in a larger group it is necessary to have a conductor to lead and inform the various departments.

He stressed that the qualities of leadership can mean many things, including knowing "when to take responsibility and when to leave things alone" as the many voices should, at times, be able to manage themselves.

Summarising his session he offered the following advice to make voices into one harmonious sound:

"To be a good leader you need an emotional and rational approach otherwise nothing works." This includes at it's core:

- Variety – be aware that each individual can create or prevent unity.
- Teamwork is not about equality but the inter-play of competences.
- Real time communication is best.
- Change is reality, as change is life.
- We need values with practical relevance and not verbal acrobatics.

Keynote Speaker on-board the Aurora: Christian Gansch, Renowned Conductor & Management Consultant

The 7 Principles of Building a High Performance Culture

Although David Smith said that what he was going to present on was “not rocket science” it is sometimes the most obvious lessons that get forgotten or overlooked.

Speaking with real conviction from his experience of creating high business performance through workforce engagement, David shared his wisdom focusing on his seven chosen principles for building a high performance culture:



1. Hiring for attitude - training for skill.
2. Communicate, communicate, communicate.
3. Listening.
4. Style of management & leadership.
5. Remove under performers and push your talent.
6. Recognition.
7. Creating “the buzz”, fun and performance.

In a subsequent workshop at the event David explored the first of the seven principles “Hire for Attitude – Train for Skill” in greater detail.

Keynote Speaker at Savoy Place: David Smith, Author, Business Speaker & Consultant and former People and IT Director at Asda



All the forums in the Human Resources Portfolio are CPD accredited

Delegates in their own words:

“This was an excellent event. Good balance of talks, round-table discussions, networking with fellow HR professionals and potential suppliers. I took away a lot of great ideas and new contacts.” *HR Director, Eurasia Eli Lilly & Co Ltd*

“Re-energising of HR thinking for me personally. Update on processes, products & good practice in the profession.” *People Director, Crowe Clark Whitehill LLP*

“The HR Forum is probably the best HR event I have experienced in my 20+ years in HR. In 3 days you will meet more providers/suppliers and HR peers than in a year. The format and the location make it a must in your 2012 agenda.” *Director of HR (EMEA), Ansell Healthcare Europe*

“A good opportunity to really have a look at what is on offer on a concentrated & structured framework, whilst making contacts & having lots of fun.” *Head of Recruitment (EMEA), Nokia Group*

“It has a great balance of learning, networking and supplier interface which is very difficult to attain. “I'd recommend it to any HRD wanting to spread their networking wings in a safe environment.” *UK HR Director Aliaxis*

Industry focused sessions:



Driving employee engagement during double-digit growth - case study presentation

During his case-study presentation on-board the Aurora Steve Carpenter talked to delegates about his experiences of leading the HR function at Caffè Nero for 10 years during which time employee numbers had grown almost nine-fold, the business has had double-digit sales growth every year and achieved like for like positive EBITDA every quarter.

Employee engagement and the people strategy that enabled this growth was a key factor in the success of Caffè Nero. After all no engagement equals no business. To exemplify this Steve told the audience that over half the reasons why people visit their stores is down to the people that work there.

This engagement needs to be driven from the very top down. A CEO should focus on communicating the company vision while seeking feedback from everyone. Opportunities need to be created for employees and training is an integral part of helping them to reach their full potential and when they do apply themselves this needs to be recognised and acknowledged.

And his final piece of advice to the audience was to make sure that employees are made to feel special and are having fun. This need not cost a fortune as a little goes a long way and is remembered for a long-time.

Steve Carpenter, HR Director, Caffè Nero



Managing change for long term business success

During his presentation at the Human Resources Forum at Savoy Place Sandy Begbie of Standard Life gave delegates an insight into what his working life has been like since joining Standard Life in Spring 2010. At this point he became responsible for managing and delivering organisational change to create a new fit for purpose organisation.

Sandy used his experience as a case study for how HR Leaders can manage change to drive long term business success. He shared with the audience the key aspects of how this has been achieved through the "Group Transformation Programme" which comprised of 4 themes and 24 initiatives. This transitioned into business as usual in Spring 2011 and is on track to deliver £100m cost savings by 2012 and considerable cultural change within Standard Life.

Sandy Begbie, Group People & Transformation Director, Standard Life plc

Conference sessions consisted of:

- Keynote addresses
- Industry focussed seminars, workshops, case-study presentations and panel debates
- Professional and career development master classes
- Interactive peer-to-peer discussion groups

Suppliers statistics & in their own words:

95% of supplier companies expect to generate new business as a of attending the forum, ranging between £50 to £500,000.

100% of supplier companies rated the quality of their half hour business meetings as between very good to fair (with 80% rated between good to very good).

"Excellent networking event that will convert into good business opportunities." *Head of National Accounts & Partnerships, Westfield Health*

"The forum is an excellent opportunity to foster new relationships, best practice share and create brand awareness." *Vice President, KellyOCG*

"The HR Forum is probably the most valuable two and a half days of the year for me. Hard work but extremely rewarding. Great event for winning business. Met some excellent people." *Corporate Client Services Manager, HCR Group*

"Much more pleasant experience than I had envisaged. The atmosphere is relaxed whilst retaining a professional edge. I met a good mix of delegates and companies". *Business Development Manager, De Montfort University*

Things to remember:

Forthcoming Events

The Human Resources Forum, 16-19 May 2012 on-board Aurora

The Human Resources Forum, 6 November 2012 at the Royal College of Physicians, London

The Learning, Development & Talent Management Forum, 13 March 2012 at the Royal College of Physicians, London



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