

Developed in partnership with



Inspire People Professionals Academy





Inspire People Professionals Academy

The 2020 pandemic prompted a dramatic channel shift in the way organisations work and deliver services. Human Resources and Organisational Development professionals have been at the heart of this challenge, enabling both our people and organisations to not only respond but also to thrive. Now is the optimum time to build the strengths and capabilities of our HR and OD professionals to prepare them for leading a post Covid-19 world of work.

The LGA perspective

We are promoting Inspire People Professionals as part of our programme of support to councils across the country. In responding to the impact of the 2020 pandemic the role played by HR and OD professionals together, is critical to the redefining of our organisations and the way we work.

We provided a subsidy to those attending the first two pilot cohorts to encourage early access and evaluation. We believe this programme will enable our HR and OD professionals to be better prepared for the recovery and reset work that lies ahead.

The CIPD perspective

We recognise that the role and purpose of HR and OD has a pivotal leadership role in helping organisations survive and thrive post-pandemic. People professionals are going to have to adapt and learn quickly to create compelling value propositions, establish new and innovative models and ways in which we can engage and develop people.

From such an unprecedented time has come a lot of positive change. Innovative problem-solving and creative ways of working forced us all to think and act in a more agile way. Whilst this has provided an opportunity to show the immense value people professionals add it has also highlighted the challenges and opportunities that they face. For example, with all the changes happening and the demand and opportunity for our profession, we need to focus more on the development of our skills and capabilities so that we can step up, have the courage to innovate, and adapt to the fast-changing world around us.

We know that the world of work is changing rapidly, and we're committed to supporting people professionals not just to adapt, but to anticipate that change so that they're prepared and equipped to thrive in a changing world of work.

Inspire HR & OD

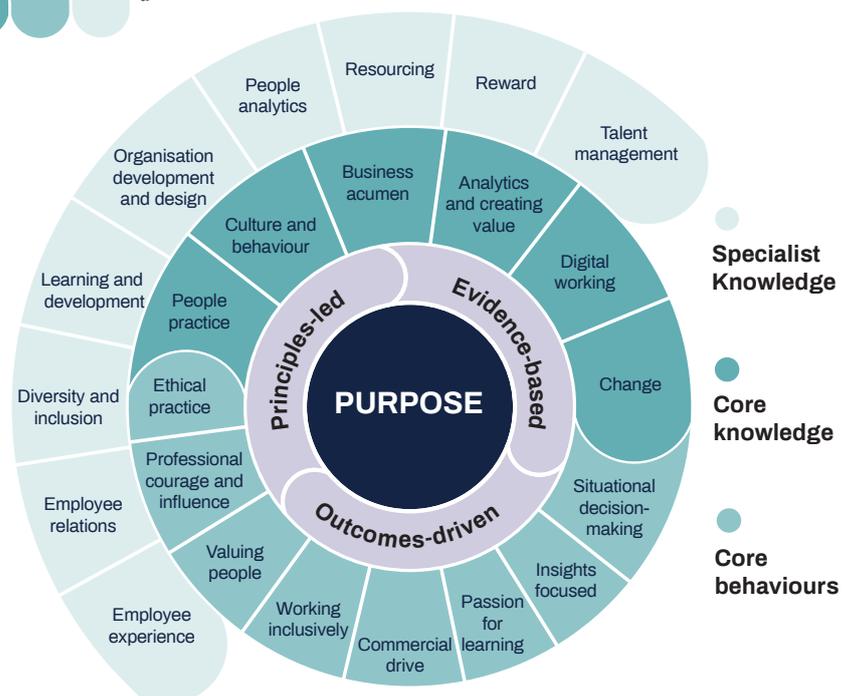
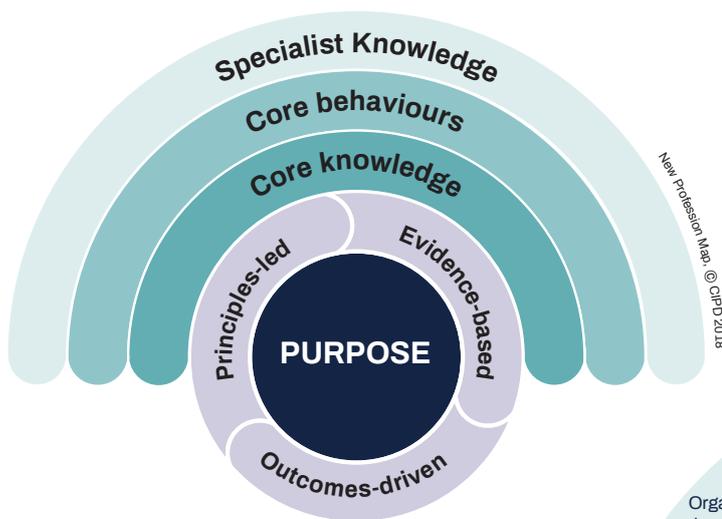
Inspire People Professionals is an Academy Programme combining the essentials of Human Resources, Organisational Development and Design. It is an evolution of two successful initiatives (Aspire HR Business Partners and Inspire OD) previously delivered by WME working in partnership with the CIPD and the LGA.

The People Professionals Academy is a more flexible and virtual approach to developing your leadership, offering a series of CIPD development modules that can be combined to deliver a complete programme, or offered as a Inspire HR essentials or Inspire OD essentials.

Academy Learning is online via virtual classrooms spread over 12 weeks, coupled with some self-directed learning, enabling professionals to access learning in a way which fits into an already busy and demanding role.

CIPD's learning experts have created a technology-enabled learning environment, with expert facilitators, which delivers an easy to access, engaging, high energy, interactive, live learning experience. Live chat, impactful slides, whiteboards and easy-to-use tools are all used by our facilitators to proactively remove barriers to participation, to ensure that everyone's voice is heard and that all learning needs are met as people learn, share and develop together, wherever they may be. The programme incorporates key aspects of CIPD learning and research and insights from Local Government so that the programme is contextualised to the public sector and within the current context of work in our sector including responding to the Covid Pandemic, creating positive and inclusive working environments.

The result is an exciting new Peoples Professionals Programme framed around the CIPD professional map and with a focus on the CIPD Core Behaviours and latest research. The Inspire range of learning modules will address a broad set of professional needs and support learning and development across a variety of levels of experience.



The Academy Experience

Each cohort joining the Academy will have a maximum of 18 participants and will start with a welcome session to provide context, followed by 8 learning modules (40 hours) and end with a wrap-up session to review and share learning impact. Participants will be asked to commit an additional 15 hours of self-directed learning around core behaviours for which each participant will be provided access to CIPD's e-learning environment.

We will also be encouraging all participants to adopt self reflective practice and apply learning to their own work environments through a sponsorship approach.

Participant Sponsors

To apply for a place on the pilot we will request details of your Sponsor. This could be your line manager, Head of Service or Director. The role of the sponsor will be to act as a 'mentor' as you proceed through the course, to encourage you to self reflect, to apply techniques gained from the programme within the real world and



share learning with your teams. Sponsors will also be encouraged to participate within our evaluation process.

We anticipate that participants of the Academy will become future sponsors, supporting their colleagues in developing the mind and skill sets vital to our profession and sector.

Feedback

We will ask all Academy delegates to provide feedback on their experience. Feedback is important to us to help ensure we continually improve the delegate experience and to also understand the impact the programme has in supporting our councils.

Modules

- 1 Inspire, Inform and Innovate the Future of Work
- 2 Data Analytics for People Professionals
- 3 Adopting People Professional Behaviours for maximum impact
- 4 Strategic Workforce Planning for People Professionals
- 5 Making reward and recognition strategies work for you
- 6 Creating employee engagement strategies
- 7 The importance of Effective Organisation Design
- 8 Managing Change through Organisational Development Practice

Modules

1

Inspire, Inform and Innovate the Future of Work

Duration: This one-hour online learning session is our golden thread throughout the programme.

Overview: The focus is on the changing world, the impact of a pandemic and the need to build more inclusive work cultures. People professionals need to consider the Future World of Work, the Workforce and the Workplace so that they can adapt to meet the transformation.

2

Data Analytics for People Professionals

Duration: 8 hours of Virtual Learning

Overview: Data and analytics is becoming increasingly crucial in order to understand organisational insights and influence business decisions. Within this module practical case studies on how to effectively use analytics in your organisation will be key. The module is aligned to the CIPDs analytics portfolio and has been informed by latest CIPD research and designed by a team of analytics experts. You will benefit from advice and guidance by a leading expert in the field and have the chance to pose your very own questions in an interactive environment.

3

Adopting People Professional Behaviours for maximum impact

Duration: One hour of Virtual Learning

Overview: The use of 'self' in OD practice, to influence with an OD mindset, skills and confidence to establish your credibility in enabling sustainable change within your organisation. Recognising where the power lies, and using your spheres of influence to create positive impact.

4

Strategic Workforce Planning for People professionals

Duration: 4 hours of Virtual Learning through 4 sessions

Overview: Strategic workforce planning is a critical part of how an organisation delivers on its strategy, supporting an organisation in determining future capability needs and a more efficient and effective approach to resourcing. Following this course you will be able to create a forecast of future workforce needs, determine the gap between current demand the future forecast, and build an action plan to close the gap. This module will be delivered through 4 virtual sessions: Introducing workforce planning, establishing baselines, supply, demand and gap analysis and action plans and delivery.



5

Making reward and recognition strategies work for you

Duration: 4 hours of Virtual Learning

Overview: This module enables delegates to gain the knowledge and understanding of aligning reward with the organisational strategy, understanding the business context of reward through intelligence analysis. Individuals are motivated by different stimuli and we will review how using a range of engagement techniques creates a variety of results. Performance is a key measurable for organisations, therefore we look at how factors such as pay, bonus, recognition and incentives can impact individuals and the organisation as a whole. Overall it addresses the reward environment in which organisations operate and looks at the resources required to manage reward schemes.

6

Creating employee engagement strategies

Duration: 4 hours of Virtual Learning

Overview: Keeping your employees engaged, with a sense of belonging and purpose to your organisation is critical to ensuring you have an agile workforce who will support your organisation with levels of discretionary effort needed for success. In difficult working times how do you ensure you engage your workforce, demonstrate their value and ensure they have a voice? This workshop will provide you with insight on different approaches to engagement, and how to make these strategies fit your organisational culture.

7

The Importance of Effective Organisational Design

Duration: Total 10 hours virtual learning across multiple sessions

Overview: The Organisation Design programme has been refreshed to equip you with straightforward frameworks, approaches and practical tools facilitated by practitioners with a wealth of experience to address our modern work challenges. The programme starts with assessing the work that needs to be done to meet the organisation's aspirations and then shows you how to design options for better aligned organisational systems.

In addition to learning through a facilitated virtual programme, participants are encouraged to work in pairs and groups off-line to practice and embed the learning using a relevant case study. Participants will have the opportunity to share this learning with the wider group in the virtual learning classroom.

8

Managing Change through Organisational Development Practice

Duration: Total 6 hours virtual learning across multiple sessions

Overview: This programme covers the fundamentals of Organisational Development including the history; the key thinkers; and the evolution of Organisational Development practice. We will consider a range of approaches and tools that can be utilised to strengthen your OD practice.





Behaviours Digital Content

We will be providing additional content by a variety of methods from access to research, reports and guides as part of the Academy to enable self directed learning. The live webinar based sessions are focused on the technical knowledge required to be an effective practitioner, however having the right behavioural competencies is equally important to make the best impact. Therefore we will be providing you access to CIPD's digital learning modules covering the **eight core behaviours** of the new Profession.

These include:

- Ethical practice
- Professional courage and influence
- Valuing people
- Working inclusively
- Commercial Drive
- Passion for learning
- Insights focused
- Situational decision-making

Our Subject Matter Experts

We are really excited to bring you the latest insights and research from the CIPD, working with a range of highly experienced CIPD consultants, and subject matter experts. They each come with a wealth of knowledge, experience and understanding in their given subjects which enables them to contextualise learning for our public sector environment. Some faces you will know and some will be new – but they will all bring a fresh perspective on the session topics.



Kerri Brennan

[in](#) [LinkedIn](#)



Omar Ismail

[in](#) [LinkedIn](#)



Esther O'Hallorhan

[in](#) [LinkedIn](#)
[Twitter](#)



Giles O'Halloran

[in](#) [LinkedIn](#)
[Twitter](#)



Jaimini Laskhani

[in](#) [LinkedIn](#)



Meg Pippin

[in](#) [LinkedIn](#)
[Twitter](#)

Delivery Partners

The Welcome and Wrap-Up session at the start and end of the programme will be presented by West Midlands Employers and our delivery partners;



Matt Gofton

Senior Employer Solutions
Manager at the CIPD

[in](#) [LinkedIn](#)



Nigel Carruthers

Senior Advisor at the LGA

[in](#) [LinkedIn](#)
[Twitter](#)



Your investment

Each Inspire Academy has a maximum of 18 participants to support high quality learning. Demand for this programme is generally high so please book your place early to secure the cohort dates you prefer.

Participants can join the comprehensive HR&OD Academy, delivered by the CIPD, offering 55 hours of learning

Great Value Investment

£1500 + VAT

REO members

Non members - £1800 + VAT

Are you a CIPD Member?

If not, but you are planning to register for CIPD membership, then as an Inspire delegate CIPD will waive the membership joining fee of £40 + VAT if you join now.

To access this special offer tick the **I want to Join CIPD** box on the programme booking form and we will confirm next steps with you.

APPLY NOW

FUTURE COHORTS

Why Inspire?

- ✓ It is aligned to the CIPDs Profession Map.
- ✓ It is informed by the latest CIPD research.
- ✓ Each module is designed by leading experts in that field.
- ✓ It uses a range of approaches and tools to strengthen your practice.
- ✓ It focuses on contextualised learning, bringing in private sector examples but applying these within the local government context, through CIPD, LGA and Regional Employers Organisation insights.
- ✓ It promotes networking with professionals across the sector to encourage learning beyond the virtual classroom.
- ✓ It provides the opportunity for self reflective and self directed learning to enable transfer of knowledge to the workplace.

Does this Inspire you?

We believe the academy is suited to those who want to;

- Create a culture channel shift enabling all HR and OD colleagues to work with a similar mind and skill set
- Influence future working and the organisation's dynamic and design
- Better understand how they can effect change and build power to influence
- Secure a CIPD Certificate of Achievement, to operate at a strategic business partner level, ready for the next step in your career
- Evidence CPD working towards MCIPD or FCIPD accreditation.

We are not prescribing who this programme is for, that is a decision for you and where your organisation is on it's journey. We anticipate participants ranging from experienced practitioners to those new to HR and OD, and the course sessions will be managed to provide something for everyone, at every level.



Still have a question

For further information on this exciting new learning programme please get in touch with the WME team at:-

info@wmemployers.org.uk

General Enquiries: 0121 281 3558

We are promoting this opportunity nationally through our network of Regional Employer Organisations. Participating regions include:



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