



CIPD Conference 2010



HR Engaged or Divorced? Making Every Communication Count

"The most important thing in communication is to hear what isn't being said" - Peter Drucker (1909-2005)

This year's conference focuses on communication within the organisation and covers aspects including employee engagement, managing conflict, marketing HR and measuring effectiveness of internal communications. See inside for a full schedule and speaker profiles.



Friday 26 March 2010

Les Cotils Conference Centre

£225 per person (CIPD Member)

£255 per person (Non member)

HR Engaged or Divorced? Making Every Communication Count

As places are limited we would advise early booking.

Conference Programme - Morning

8.30am **Registration & Coffee**

8.50am **Introduction and Welcome**

Fiona Naftel

GTA University Centre

9.00am **Opening Address: CIPD**

Cheryl Myles

Branch Development Manager

9.15am **Keynote A: Leadership for Organisational Transformation**

Professor Beverly Alimo-Metcalfe, Real World Group

10.00am **Questions & Answers**

10.30am **Coffee**

11.00am **Workshops (1):**

Difficult Conversations <i>Donna Ivey, Advisory Conciliation and Arbitration Service</i>	Option A
Marketing HR <i>Peter Green, Chartered Institute of Marketing</i>	Option B
Demonstrating the Impact of your Employee Communications <i>Lee Smith, Gatehouse Consulting</i>	Option C

11.55pm **Break**

12.00 noon **Workshops (2):**

Difficult Conversations <i>Donna Ivey, Advisory Conciliation and Arbitration Service</i>	Option A
Marketing HR <i>Peter Green, Chartered Institute of Marketing</i>	Option B
Demonstrating the Impact of your Employee Communications <i>Lee Smith, Gatehouse Consulting</i>	Option C

12.55pm **Lunch**

Conference Programme - Afternoon

2.15pm **Keynote B: Managing Conflict**
Donna Ivey, Advisory Conciliation and Arbitration Service

3.00pm **Questions & Answers**

3.30pm **Coffee**

3.45pm **Jessica Roland, Ozannes, Panel Host**

3.55pm **Panel "Question Time" Sponsored by Ozannes**
Beverly Alimo-Metcalfe, Donna Ivey, Simon Elliott

OZANNES

4.40pm **Summary & Thanks**
Gillian Gorvel, Chair CIPD Guernsey

5.00pm **Close**

Speaker Profiles

Cheryl Myles: Opening Speech

Cheryl is currently Branch Development Manager with responsibility for the general management and leadership of the 900 volunteers working throughout the UK and Ireland on behalf of the Chartered Institute of Personnel and Development (CIPD). She was previously Staff Development Manager at Thames Valley University with responsibility for developing and implementing the learning and development strategy for the University's 2,000 staff. She also has experience of running her own consultancy company with a £3m turnover and an international client base spanning a number of industry sectors which included media, manufacturing, food, financial services and public sector organisations .

Cheryl has held a number of senior line management and HR management roles within the public sector as well as having HR responsibility in her private sector roles.

She has held various roles as Chiltern Branch Committee member and been involved in a number of activities at branch level prior to commencing at the CIPD.

Beverly Alimo-Metcalfe: Keynote A — Leadership for Organisational Transformation

Question Time Panellist

Beverly has an international reputation in the field of leadership studies and a passionate commitment to applying research findings such that the ethical application of leadership is embedded throughout organisations to strengthen their capacity for engagement, innovation and effectiveness.

Beverly has held numerous national advisory roles most recently with the Department for Business, Innovation and Skills (*Macleod Review of Employee Engagement*), the Chartered Institute of Management Academic Advisory Panel and the CIPD's 'Shaping the Future' research panel. She is also a Patron of Women in Management.

Abstract

Organisations are facing extraordinary challenges in this era of financial turbulence and the time for leadership has arguably never been greater. Improving and sustaining performance is the key to leadership effectiveness but what form of leadership is required?

This presentation will describe recent findings from our own leadership research and from the wider literature. It will relate this to practical activities that can help to embed leadership in the day-to-day practice of organisational life.

Donna Ivey: Keynote B — Managing Conflict; Workshop Option A — Difficult Conversations;

Question Time Panellist

Donna has worked for ACAS in Fleet since 1991 and has held a variety of roles including conciliation manager, mediator, equality and diversity adviser, mediation co-ordinator and is currently temporarily acting as area director for the South East of England. Donna's particular interests include Employment Relations and People Behaviour and she has recently qualified as an MBTI trainer and gained a Post Graduate Certificate in Employment Relations and Individual Dispute Resolution from Greenwich University.

Keynote B: Managing Conflict - it is inevitable that at times we will encounter conflict but it doesn't have to be negative and destructive. This talk will explore why it happens and the adverse impact it can have on individuals and business.

Option A: Difficult Conversations - we all dread them, but why? This workshop will look at-

- Whether it is the person or the situation
- Consequences of confrontation
- How to maintain control.

Peter Green: Workshop Option B — Marketing HR

Peter began his career in sales, sales management and training and is a past chairman of the Sales Training Association. He was a member of the human resources team at Hallmark Cards when the organisation was listed as one of *'The 100 Best Companies to Work for in the UK'*. Within the Hallmark Group his roles included European Personnel Development Manager and Marketing Services Director. In this latter position he won a national competition for sales management excellence. Peter has been running his own sales and management development consultancy since 1989.

From a background of sales and marketing, human resource management, training consultancy and from his published research, Peter will present his top 20 strategies, insights and challenges to increase the influence of HRM departments and that of individual practitioners through more effective marketing.

Lee Smith: Workshop Option C — Demonstrating the impact of your employee communications

Lee Smith is a co-founder of Gatehouse and an award winning communicator with nearly 20 years' experience. He has held senior positions with some of the UK's leading financial and professional services organisations.

He is a Fellow of the Chartered Institute of Public Relations (CIPR), the ex-chairman of CIPR Inside, a visiting lecturer at Wolverhampton University and Trinity & All Saints, and a judge on a number of major industry awards programmes.

Lee Smith continued

Critical as it is, internal communication is often perceived by business leaders as 'soft and fluffy' - an area that lacks discipline, focus and robustness and in which it can be a struggle to demonstrate a meaningful return on investment. But it doesn't have to be this way. In this thought provoking, fast-paced and interactive workshop you'll learn how to plan, research and evaluate your internal communications, assess the effectiveness and efficiency of your channels and ultimately demonstrate value to the top team. During this session, Lee will share a powerful integrated framework for planning, researching and evaluating internal communications and explain in clear, simple terms how to do it — from setting clear objectives aligned to your business strategy, through to measuring changes in employee knowledge, attitudes and behaviour.

Simon Elliott: Question Time Panellist

Simon took up his current role with the States of Guernsey as Head of Human Resources and Organisational Development in May 2009, having previously worked for Royal Dutch Shell in a variety of HR roles and in various locations. He has worked internationally, predominantly in the Netherlands, Far East Russia and Oman. Simon's early career was with the British Army before joining Shell as an engineer where he worked initially on the North Sea oil and gas platforms within the Dutch sector. Following a spell in Oman as a business planner, he moved to Sakhalin Island in Far East Russia where he gained his first taste of HR and has never looked back. Following a return to the Netherlands, Simon had been appointed to be the HR Director for a new company being set up in Kazakhstan by Shell, however his current role in the States of Guernsey became available and so belongings and family were redirected to the island he calls home. Simon's wife is Guernsey born as is their 5 year old daughter.

Jessica Roland: Question Time Host

Jessica heads up the Ozannes' employment law practice and with her team undertakes a significant amount of the contentious and non-contentious employment work on the Island. She has appeared numerous times before the Employment Tribunal and the Royal Court and has been involved in most of the significant employment cases in Guernsey. Jessica lectures on employment law and also advises some of the Island's largest institutions on dealing with employment matters. She is listed as a leading individual in the Legal 500, Chambers & Partners and PLC Which Lawyer?

Even in the most complex of employment cases, often a dispute will drill down to the individuals' relationships with one another. Giving clear communication and then delivering on it is key. Being brave and dealing with matters head on can prevent matters ending before a Court or tribunal. During this short session prior to hosting the question time session, Jessica will discuss the impact of communication in employment disputes.

Question Time Sponsored by:
Hosted by Jessica Roland



In order that we may prepare the panel for potential questions, we would ask that you submit your questions beforehand via the form below. If you complete your name, you will be invited to ask the question yourself during the course of the afternoon or if you would prefer, it can be submitted anonymously.

Submission Form for Question Time. Name _____

Question for Beverly Alimo-Metcalfe

Question for Donna Ivey

Question for Simon Elliott

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Friday 26th March 2010

Booking Form

Title _____ Surname _____

First Name _____

Job Title _____

Company _____

Address _____

Postcode _____ Tel _____

Fax _____

Email _____

CIPD Membership Number _____

Please tick to indicate your preference at the optional sessions:

Workshop 1 at 11.00am

Option A Option B Option C

Donna Ivey *Peter Green* *Lee Smith*

Workshop 2 at 12.00 noon

Option A Option B Option C

Donna Ivey *Peter Green* *Lee Smith*

Please return your completed form with the conference fee (cheques made payable to the GTA University Centre) to the following address by Friday 26h February 2010

AH/305/8091

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