

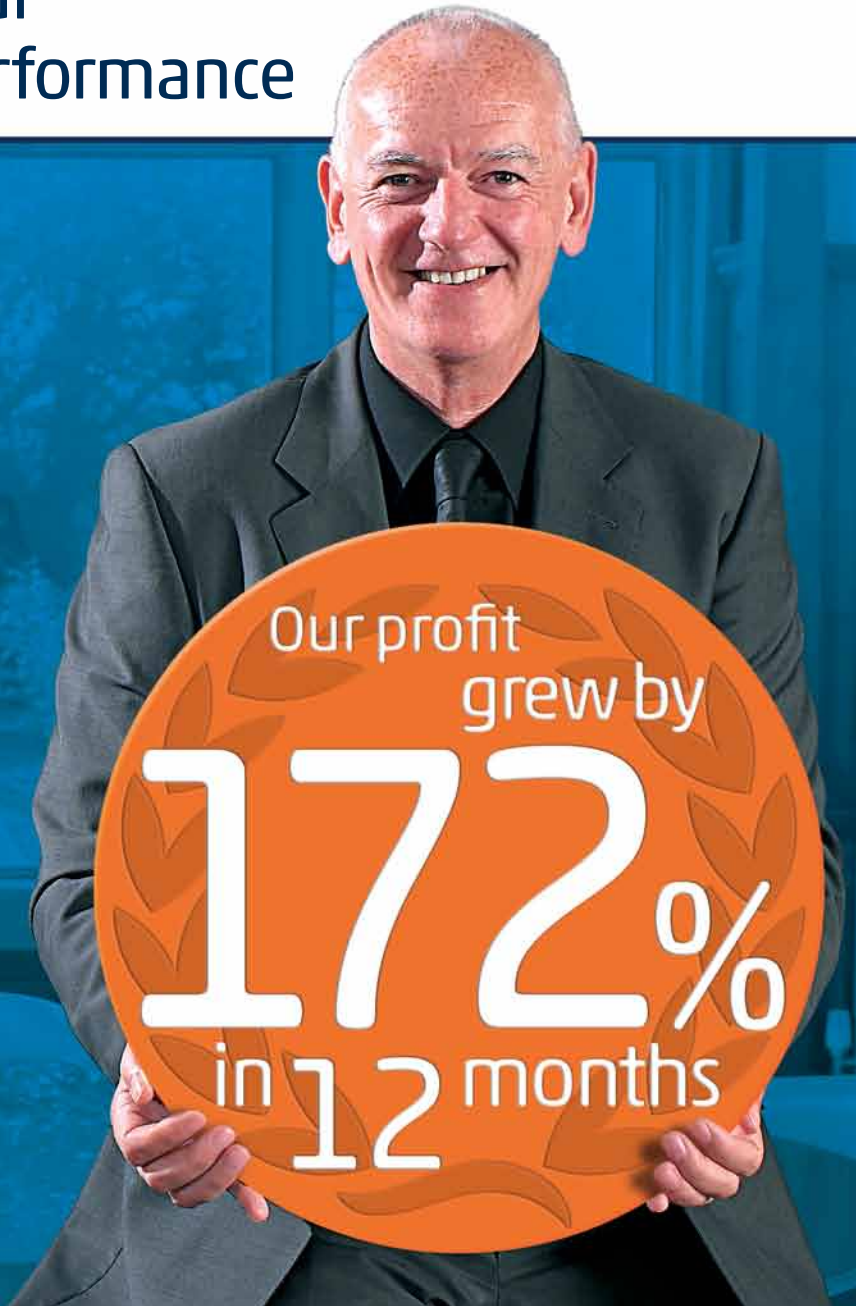
When it comes to helping you get results



INVESTORS
IN PEOPLE

means business

How Investors in People can transform your organisation's performance



“ Investors in People gave us the framework we needed to be credible, to play at a world-class level and to offer consistent quality and service. With Investors in People, I've finally been able to develop the business I wanted. ”

John Taylor, Managing Director,
Geoplan Spatial Intelligence Limited

A new way of working

We're inviting you to take a look at Investors in People with fresh eyes. We now work in a new, more results-driven way with businesses. Our mission is to help you achieve the results you want, by focusing all our work on your business objectives.

Investors in People specialises in transforming business performance through people. We can help you achieve your objectives by providing:

- **ADVICE** – bespoke business support which gets results and boosts performance
- **ACCESS** – to expert Specialists and networks of progressive employers
- **ACKNOWLEDGEMENT** – of the progress you are making to continuously improve
- **ASSURANCE** – benchmarking your performance against proven world class standards.

With the help of Investors in People, Munters, a leading provider of indoor climate solutions, increased sales by 67% and profitability by 56% over five years

How Investors in People works

At the heart of Investors in People is the Standard, an outcome-based framework. It's written in plain English and tailored to your needs. We help you choose the parts of our framework most relevant to your organisation and provide one-to-one advice, plus a range of interactive tools and resources.

We monitor your progress using interview-based assessments so you can keep improving performance. When you have met the Standard, you're accredited as an Investors in People organisation. The whole approach is flexible and forward-thinking.

You only need to meet 39 criteria to achieve the Standard, but you may choose to add more to achieve Bronze, Silver or Gold status. Our best practice can go deep into your organisation, giving you a more complete picture of your strengths and weaknesses and ensuring you continue to develop and improve.

A unique combination

What makes our offer unique is the combination of a proven national framework with the experience and capability of our Specialists. Your needs are the focus for everything we do. We tailor our service to meet your business needs. Our feedback and reports will give you a depth of detail about your people, and their impact on your business which will be unmatched.

You could say Investors in People is your critical friend. We go 'beyond the badge' to support, coach, or challenge you. We don't just give you recommendations and leave you with a massive headache of a plan to implement. We want to be there with you every step of the way.

We hope you'll like what you see and integrate it into future plans for your business.

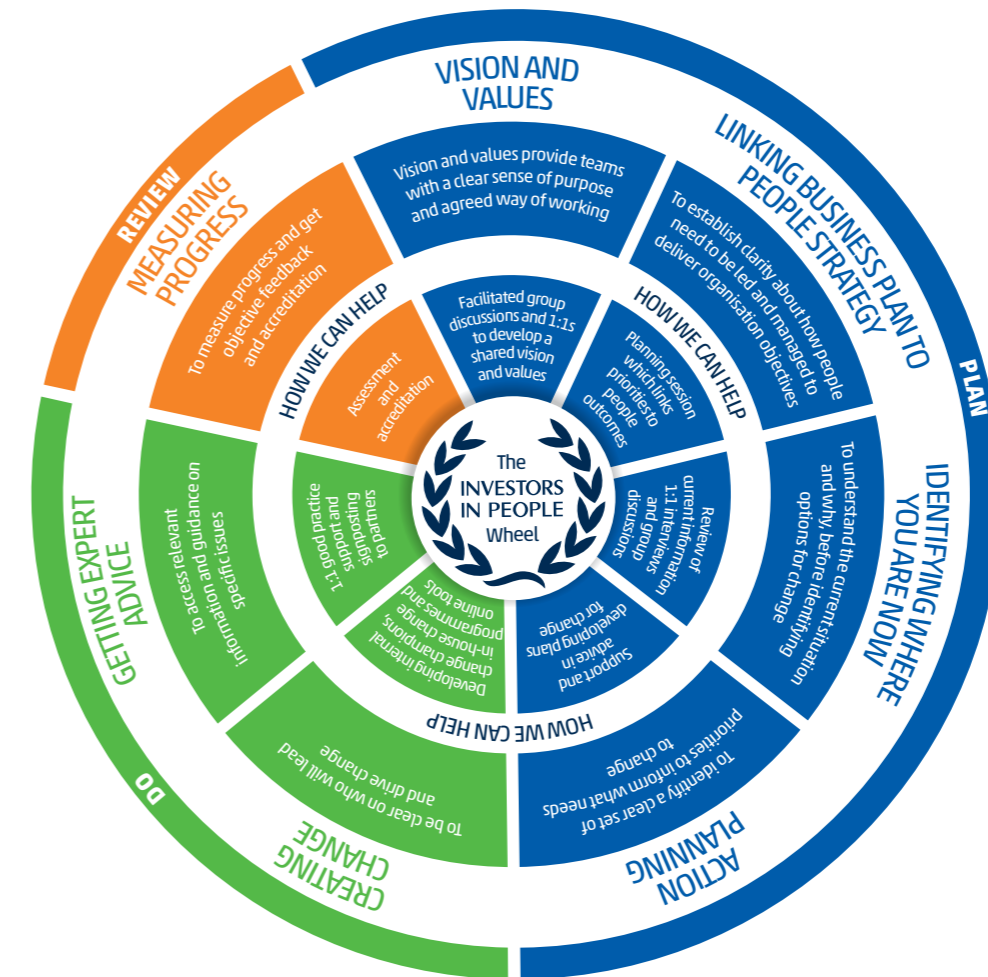
A process for focus and improvement

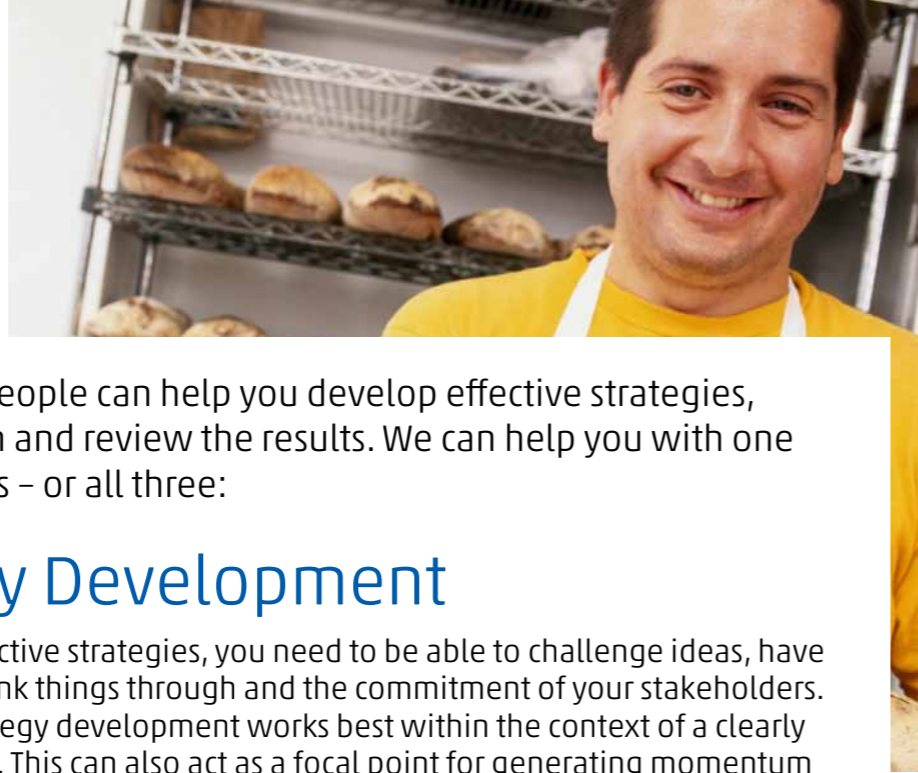
The Investors in People framework is based on three key principles to help focus on organisational priorities and improve performance through people.

- **PLAN** - Develop strategies to improve performance
- **DO** - Take action to improve performance
- **REVIEW** - Evaluate and improve performance

Cooper Parry, a large independent firm of business advisers, increased profitability by 32% over three years

We've extended the support we provide to employers over the years, which is explored on the following pages. The diagram below summarises this for you.





Investors in People can help you develop effective strategies, execute them and review the results. We can help you with one of these areas – or all three:

1. Strategy Development

To develop effective strategies, you need to be able to challenge ideas, have the space to think things through and the commitment of your stakeholders. As a result, strategy development works best within the context of a clearly defined project. This can also act as a focal point for generating momentum and change.

Vision and values

Developing your vision and values is your starting point. It will energise and motivate you and your people, and provide the foundation and direction for your organisation's strategy.

We can help you with facilitated discussions to develop your vision and values. These can be progressed with a previously agreed outcome, but also be sufficiently flexible and tailored to deal with whatever arises.

Linking your Business Plan to your People Strategy

With the help of Investors in People, motor finance company Carlyle Finance had a 35% increase in new business lending within a year



The Investors in People Action Plan

The IIP Action Plan is a strategic planning tool to help you identify the people and performance outcomes you need to achieve your business goals and objectives.

Investors in People can help you provide the link between your people strategy and your business plan. The resulting plan will help you lead, manage and develop your people and keep them focused on your business priorities.

Often people or HR activities are not clearly linked to any purpose. Some are adopted either on the rationale of being a good employer or simply because "this is the way things are done". If the way in which people are led, managed and developed is not clearly linked to your company's needs, then the "investment" in your people, whether through training and development or reward and recognition, is potentially wasted.

Why do it?

- Having an Action Plan will identify the outcomes you need to have in place to achieve key goals and objectives. These outcomes could relate to the knowledge, motivation, involvement and recognition of your workforce
- It's also useful for measuring the success of your people strategy, and what parts of this strategy are most effective or worthwhile



Blueloop, a small IT company, has seen its turnover increase by 80% since starting to work with Investors in People

Identify where you are now

Investors in People can provide comprehensive solutions to help your organisation obtain valuable feedback and quality intelligence from individuals or groups in your organisation.

Investors in People Survey

The Investors in People Survey invites all of your organisation's employees to participate in an online survey questionnaire. A comprehensive report is then produced showing any strengths and or development areas in relation to the Investors in People Standard.

Why do it?

- Acting on the results of your survey can lead to improved productivity and a more motivated workforce. Your employees will have clear objectives within a cohesive and purposeful environment
- It will also highlight potential improvements and act as a useful tool for strategic business planning

Investors in People Interactive

Investors in People Interactive is a free online business improvement tool designed to guide you through development activities and help transform your overall performance.

The tool outlines the five fundamental management practices which are at the heart of Investors in People:

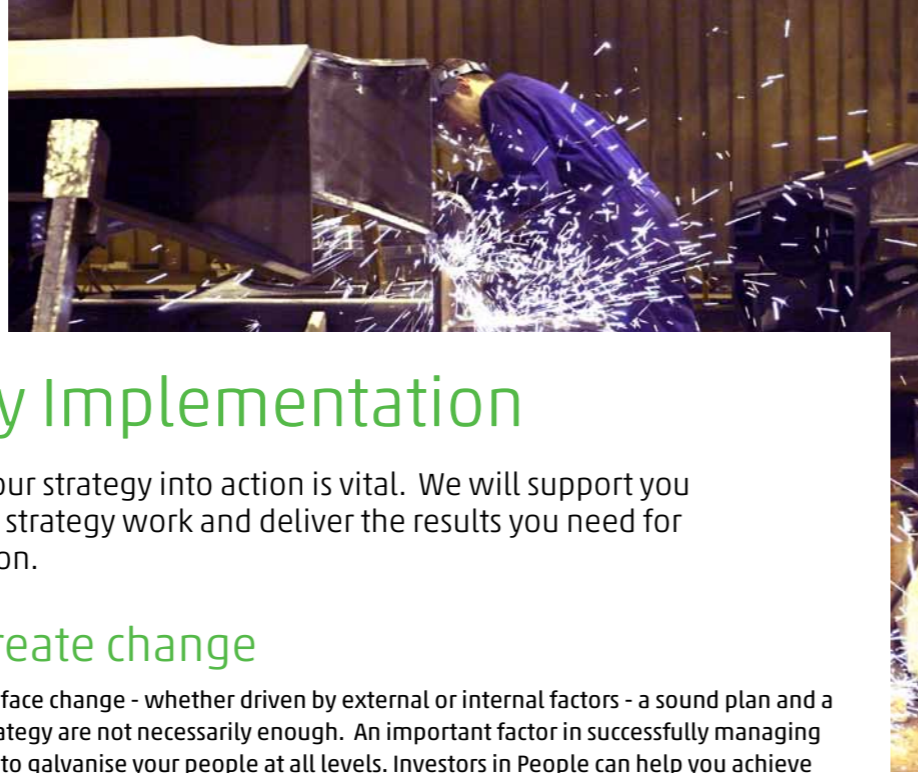
- Strategic Planning
- Effective Management
- Culture and Communication
- Developing People
- Managing Performance

www.investorsinpeople.co.uk/interactive



Why do it?

- Built into the tool is a diagnostic questionnaire that gives you a snapshot of how your organisation is performing currently, plus how it fares against the Investors in People Standard
- Using the results of your online diagnostic, Interactive provides advice on how to improve your business processes and thus your business performance



2. Strategy Implementation

Transforming your strategy into action is vital. We will support you by making your strategy work and deliver the results you need for your organisation.

A tool to create change

When organisations face change - whether driven by external or internal factors - a sound plan and a robust execution strategy are not necessarily enough. An important factor in successfully managing change is the ability to galvanise your people at all levels. Investors in People can help you achieve this with our Capability Programme or by providing tailored business advice.

With the help of Investors in People, car park provider NCP saw an 18% reduction in staff turnover in the first three months of employment, which saved the business £500k a year

Capability Programme

The Capability Programme can develop a group of employees as Internal Reviewers for your organisation. They are able to lead and drive change, taking on collective responsibility of improvement plans and not leaving this to the HR function. They can understand and use the Investors in People framework to improve organisational practice and can undertake a large part of the Investors in People assessment with an external Specialist leading the group.

Why do it?

- Greater internal ownership
- Professional development of employee team
- Accelerated sharing of best practice within the organisation
- Clearer understanding of the corporate climate and culture
- Faster communication and implementation of changes affecting the management and development of people
- Improved cross-department working
- Reduced expenditure on external consultancy

Get expert advice

Investors in People provides tailored business advice that is focused on helping you prosper and grow. We will always have your best interests at heart. Whatever your business need, our team of Specialists can help. They can help you tackle the difficult issues and also encourage you to take on the big opportunities.

We can provide you with:

- Support and advice in developing plans for change
- Advice on how to set up in-house change programmes
- One-to-one sessions providing good practice support
- Signposting to experts and partners for specialist areas

3. Strategy Evaluation

Evaluating how well you are doing against your original plan is something that many businesses struggle with. Investors in People can help you establish how well you are currently performing against your people strategy. We can provide feedback on what is working in practice plus a valuable external perspective on your business. We can also give you clear and stretching recommendations for further action linked to your organisational goals and priorities.

The Investors in People framework has been extended beyond the Standard to give you the chance to explore the areas that are of most importance to you in more depth.

Many employers use our assessments to provide an objective external benchmark of their performance. Accreditation with Investors in People demonstrates that your organisation is committed to improving the management and development of your people.

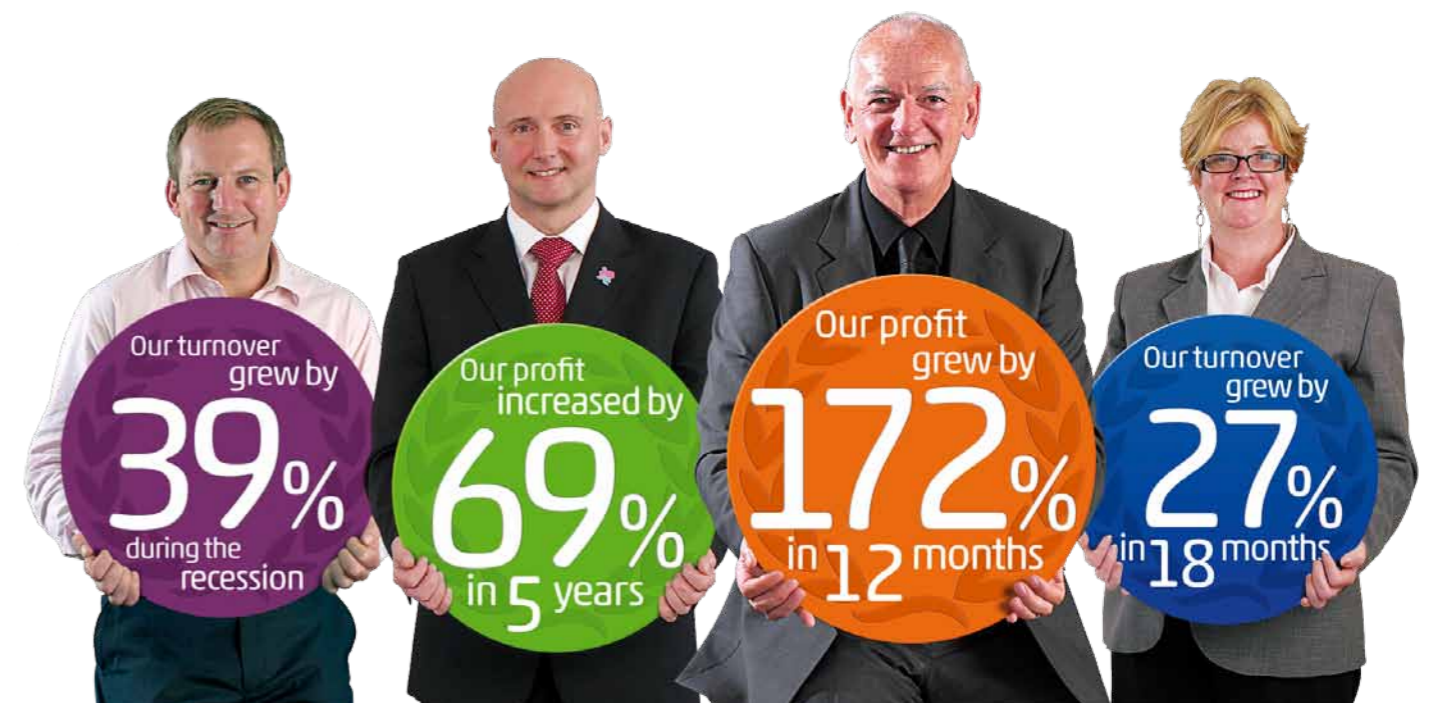
Over 10% of Investors in People employers now work beyond the Standard, taking on additional stretch to reach their business goals whilst also achieving Bronze, Silver or Gold accreditation.



“ The feedback from Investors in People has helped us identify solutions that enable us to motivate our people to perform. ”

Justin King, CEO at Sainsbury's

When it comes to helping you get results





**INVESTORS
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means business

The Investors in People Promise

Investors in People will:

- Act as your **trusted and critical friend**
- Provide you with **tailored advice** to meet your unique needs
- Engage with you through **regular and relevant dialogue**
- Deliver an **impartial and independent** service
- Respond **promptly and effectively** at all times
- Continuously review our service to **exceed your expectations.**

Find out more

Get in touch with your nearest Investors in People Centre. Our Specialists will be able to answer any questions you have and make sure that Investors in People delivers the best results for you.

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