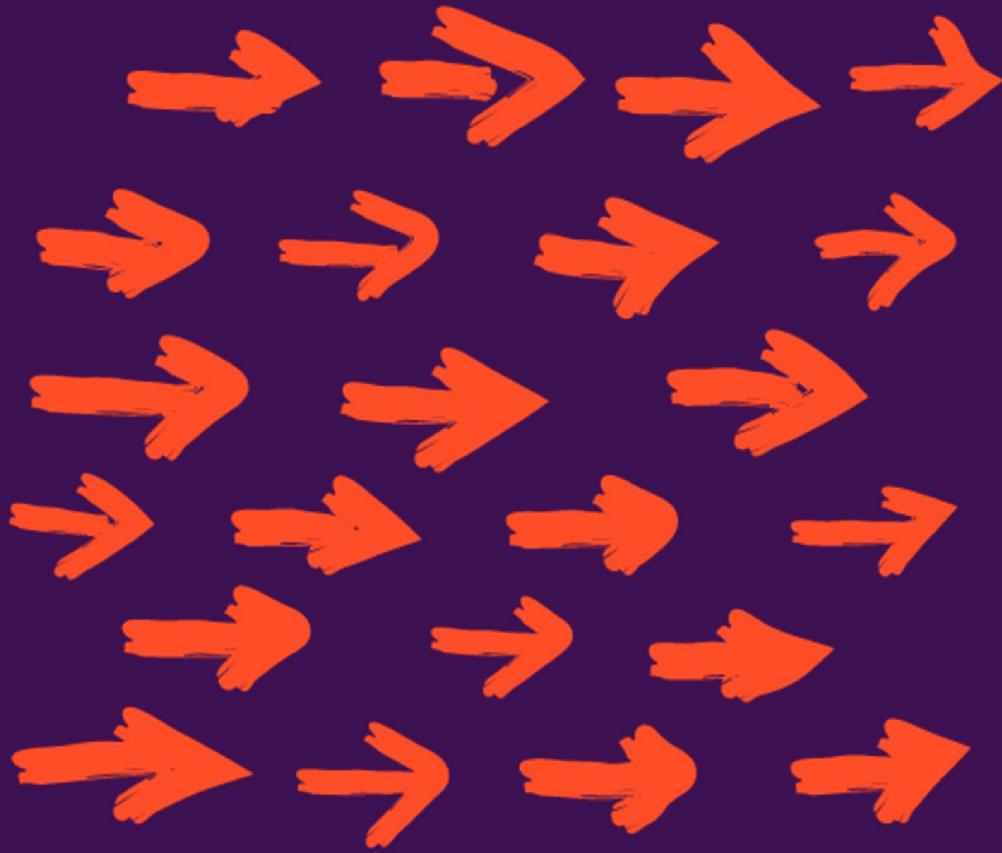


CIPD



The CIPD

Daphne Doody-Green
Head of CIPD Northern
England

Championing better work and working lives

Our purpose

We champion better work and working lives.

We want to see good work within inclusive and responsible businesses, making our economies and societies stronger.

To make that a reality, we need champions for better work and working lives: the people profession. And they need a partner, a standard and a voice: the CIPD.

Our mission

We lead and support the people profession, helping organisations to thrive by focusing on their people.

We set the standards, build capabilities and connect our international community of people professionals.

Through our Royal Charter, only we can award internationally recognised chartered status to HR, L&D and OD professionals.

Our strategy

We're doing it by:

- **growing a strong community** of people professionals, supported by our research, insights, and learning content
- **making the case for better work**, using our voice for the profession to influence and collaborate with governments and organisations
- **improving how we work** as a sustainable, future-fit organisation.

Our reach



A partner and
a voice for
people
professionals



Almost 160,000
members
worldwide and
5,000+ volunteers
and associates



Offices in the
UK, Ireland,
Middle East
and Asia



All committed
to championing
better work and
working lives



A partner and a voice for the people profession

Making the case for better work:

- research and evidence
- thought leadership
- influencing public policy
- social impact and innovation
- campaigning for change

Building and supporting a professional community of experts in people, work and change:

- Professional standards
- Training and qualifications
- Career development
- Support and guidance
- Professional recognition

Our ambition to support the People Profession

Building
standards,
capability and
professionalism

Influencing work
and workplace
practices, policies
and insights

Championing
better work
and working
lives

Growing our
reach and impact
internationally

Extending
connections,
working
collaboratively

Our commitment to collaborative working

- The renewed partnership will extend our joint efforts in:
- Advocating for important workforce issues
- Collaborating to enhance talent development, workforce solutions, and service delivery
- Facilitating networking and knowledge-sharing at regional events
- Supporting each other's conferences, content, and research programmes
- Addressing public policy consultations and media issues with a unified public service stance.



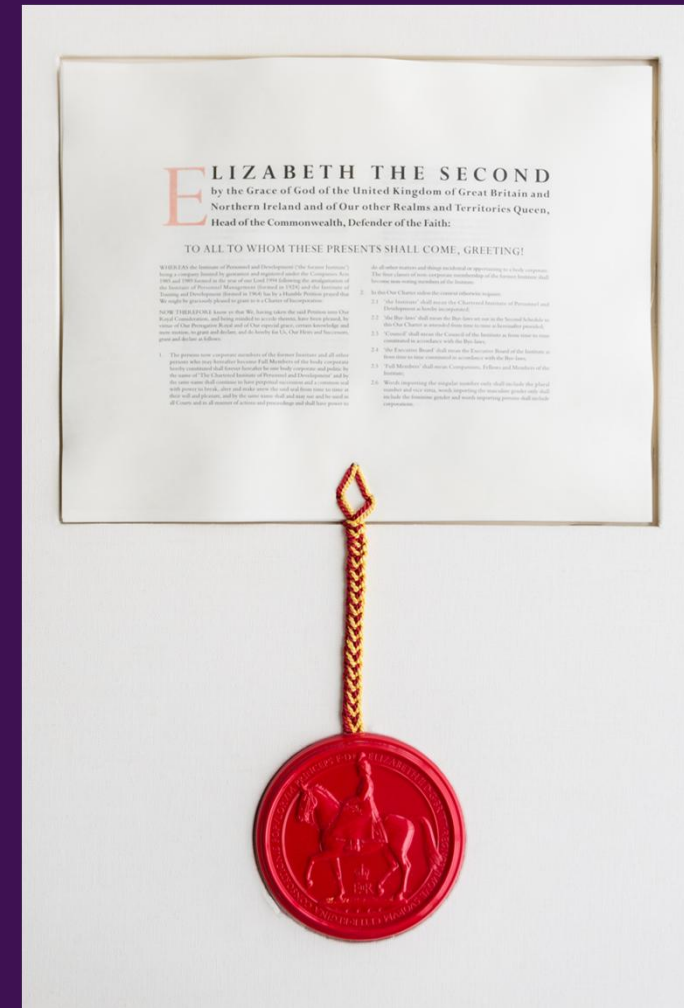
Our Royal Charter

We're the only organisation able to confer chartered status on people professionals around the world - a recognition of professionalism and credibility.

An intrinsic part of our purpose, we are charged by our charter to 'advance the art and the science of people'

And where better to start than by partnering with organisations to inspire better in their people community and beyond.

CIPD



Working in partnership with the NHS

A 5-year commitment and collaboration to professionalise the biggest group of HR and OD professionals in Europe that will:

1. support people's development journey
2. recognise the knowledge they already have
3. provide growth and credibility that enables them to hold their own with other professionals.



NHS People Profession Map

**Tanya-Marie Robinson, Head of
Professional Development
NHS England**

The NHS People Profession Map

- **Drivers for change:**
 - People Promise, Future of NHS HR & OD Report & Long-Term Workforce Plan
 - Improve capabilities at scale – 20,000 people professionals
 - Reduce variations across the system
 - Improve employee experience and health outcomes for all
- A competency framework developed by the people profession (HR and OD) for the profession, in the NHS
- Defines the core knowledge, core Behaviours and specialist knowledge we need across our NHS people community to deliver our strategic priorities and support our workforce
- National standards to support development and other key areas
- Ensures people professionals can continue to stand together with our colleagues to respond to critical workforce challenges
- Future-fit. As new roles, specialisms, priorities and opportunities emerge, the Profession Map will adapt to incorporate them



NHS People Profession Map framework

Core Knowledge Areas

- People practice
- Culture & behaviour
- Business acumen
- Evidence-based practice
- ★ Technology & people
- ★ Change & transformation
- ★ Core ED&I

Core Behaviours Areas

- Ethical practice
- Insights focused
- Situational decision-making
- Professional courage & influence
- Valuing people
- Working inclusively
- Commercial drive
- Passion for learning
- ★ Patient experience

Specialisms Areas

- Employee experience
 - Employee relations
 - Specialist ED&I
 - Learning & development
 - Organisation development & design
 - People analytics
 - Resourcing
 - Talent Management
 - ★ Medical & dental staffing
 - ★ Digital solutions
 - ★ Employee Health & Wellbeing
-
- ★ New NHS Area
 - ★ Elements of existing CIPD Specialist Knowledge moved to Core Knowledge



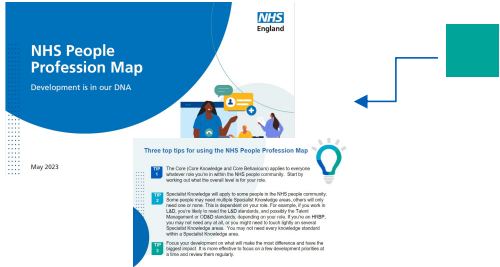
NHS People Profession Map - impact levels and standards

- The NHS People Profession Map is based on a maturity model, where the levels represent the type of work that you do and the impact you have.
- Impact levels → CIPD membership levels
- As you move through the levels from left to right, work becomes less tactical and more strategic, the complexity of thinking increases, the scope and influence increases, and the longevity of the impact of your work increases.
- Impact levels are not banded
- Standards have descriptors of the knowledge or behaviour you should have
- There is a level to suit everyone working in the NHS people profession.

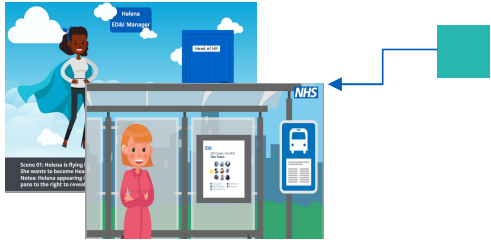
	Foundation	Associate	Chartered Member	Chartered Fellow
Standard 1	Descriptor	Descriptor	Descriptor	Descriptor
Standard 2	Descriptor	Descriptor	Descriptor	Descriptor
Standard 3	Descriptor	Descriptor	Descriptor	Descriptor
Standard 4	Descriptor	Descriptor	Descriptor	Descriptor
Standard 5	Descriptor	Descriptor	Descriptor	Descriptor

Development Offer

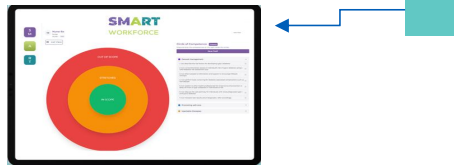
NHS People Profession Map, Top tips & user examples



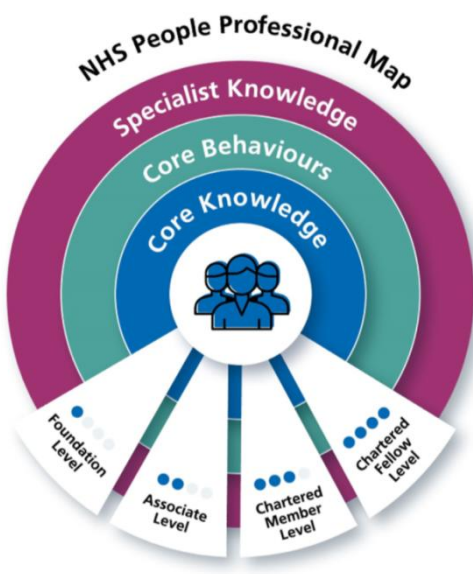
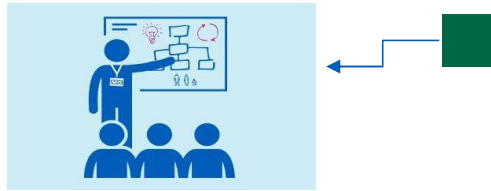
Animation – Development is in our DNA!



SMART digital self-assessment tool



Learning sprints



Membership – unlock benefits e.g. discounted access to events, development programmes, experience assessments. **CIPD**

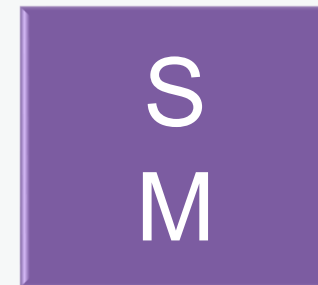
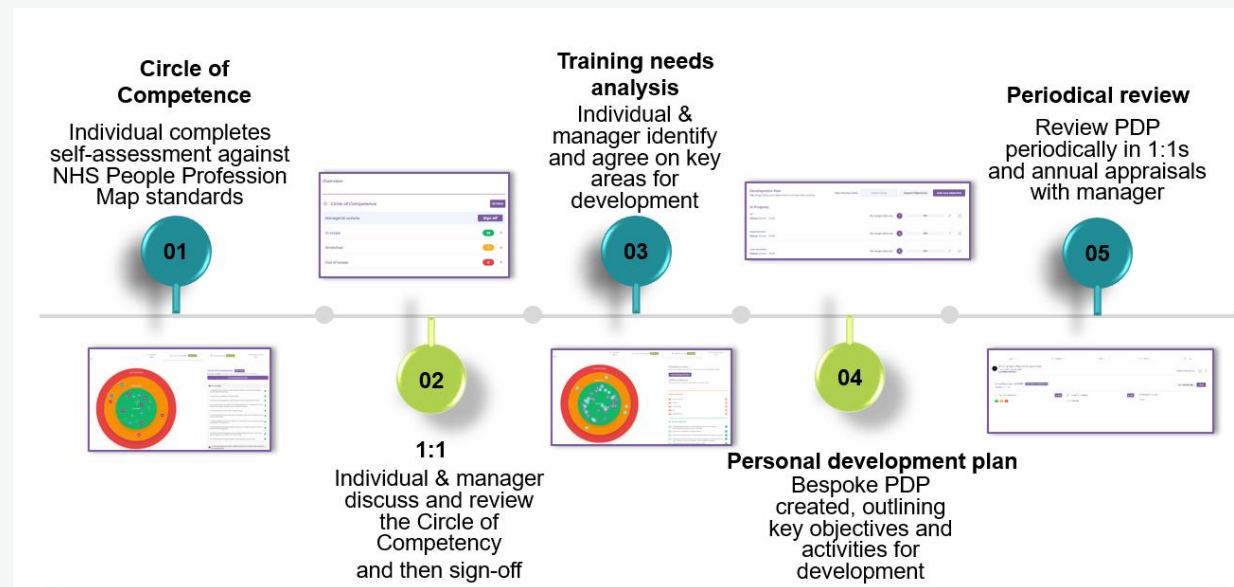
Development programmes **NHS England** **CIPD** **hpma** **DO ORGANISATION DEVELOPMENT**

Apprenticeship **CIPD** **NHS Apprenticeships**

Researched based case studies and guidance **CIPD**

The NHS People Profession Map SMART Self-assessment tool

- An innovative platform that allows the deployment of the NHS People Profession Map in a standardised way
- Intuitive self-assessment competency tool providing a mapping functionality to capture strengths and learning needs at individual, team, department and organisational level
- A digital tool that enables a structured process for development planning
- A platform that creates bespoke personal development plans (PDP)
- A digital solution that provides atomised reporting



Standardise
Mobilise

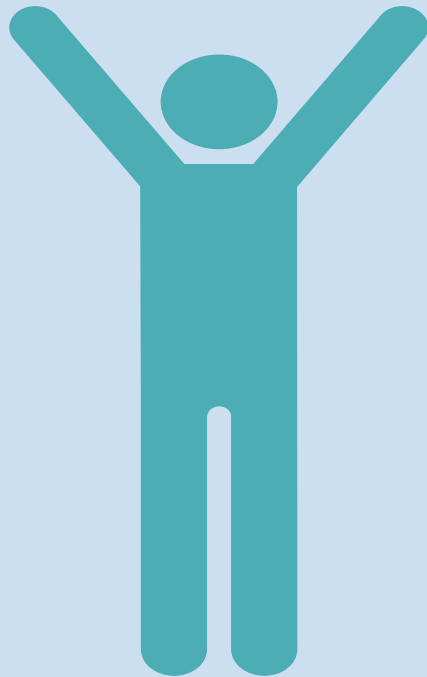


Accelerate



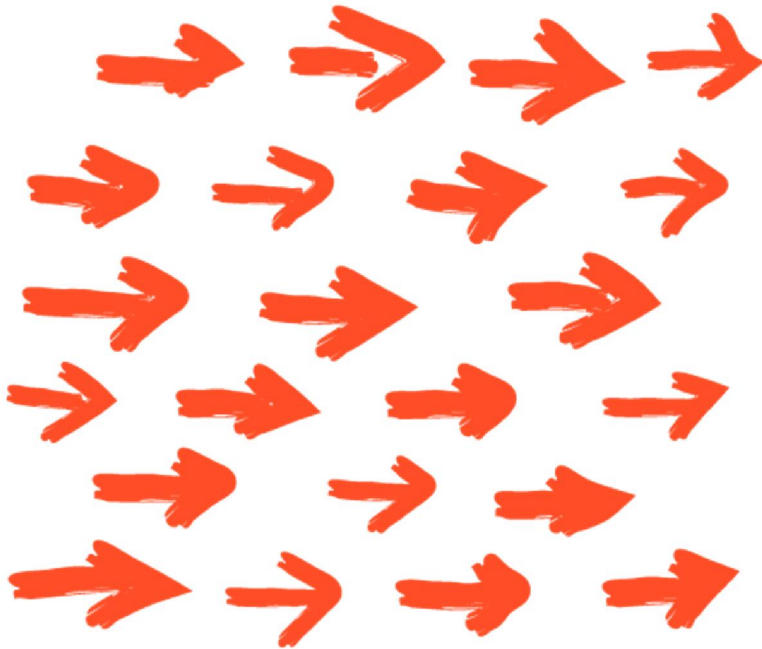
Resources &
Tools

What's in it for me?



- Support to make better decisions, and drive change & transformation
- Clarity on your strengths and development areas
- A bespoke personal development plan with appropriate learning and development opportunities
- Clear objectives and goals aligned to personal and organisational needs
- Supports career conversations and progression
- Confidence and clarity that you are contributing to organisational effectiveness
- National standards which can be incorporated into attraction, appraisal, development and retention initiatives
- Helps to build capability in people functions and align investment in development
- Measures impact and return on investment (ROI)
- Drives a consistent and standardised approach to development, performance, and service delivery

Call to Action



- Consider CIPD membership
- Visit the Futures NHS collaboration workspace and familiarise yourself with the NHS People Profession Map and development offer
- Reflect upon where you are in your career journey
 - How can The CIPD help?
 - How can the NHS People Profession Map support you?
 - Is there a development programme that can support you?
- Embed the NHS People Profession Map in your development and all that you do.

