



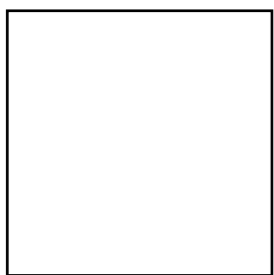
Cost: £550 + VAT

Bring your colleagues for a group booking discount (3+ people): £495 + VAT*

Education and charity: £440 + VAT*

* Early bird booking discount does not apply

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About Roffey Park

Who we are

Founded in 1946, Roffey Park is a charitable trust, internationally recognised for developing innovative learning approaches that enable individuals to achieve their full potential both at work and in their wider lives.

Our purpose

Our purpose is to reveal to organisations and their people the benefits of a more enlightened way of working by shedding light on organisational issues, clarifying confusion, promoting creative business and awakening the potential of working people.

Conveniently located

Roffey Park is just 20 minutes from Gatwick, is ideally located close to major rail and road links and just 5 minutes from the M23.



The Roffey Park environment

Ours is no anonymous conference hotel, but a unique learning environment conducive to absorbing new ideas and achieving learning goals in a relaxed but focused atmosphere, set in 40 beautiful acres of St Leonard's Forest with conference rooms that all use natural light and offer direct access to our grounds.

The Innovation Beehive

The Innovation Beehive brings together experienced practitioners from the fields of Innovation, Internal Communications, HR and Marketing to deliver creative solutions. We work collaboratively with our clients to crack real business issues, with a particular focus on the behaviours required to build internal success, and sustained innovation. We have led study tours to some of the world's most exciting organisations and have distilled the secrets of their success. We are high energy, very creative and totally dedicated to delivering break through thinking.

Roffey Park Institute, Forest Road, Horsham, West Sussex, RH12 4TB is a charity registered with the Charity Commission No 254591



Kursty Groves is an award winning designer, innovation consultant, TV presenter and author of 'I Wish I Worked There! A Look Inside the Most Creative Spaces in Business'. She is an expert in workplace strategy; helping organisations to cultivate the right cultural and physical environments to support innovation. She has worked with global brands such as HSBC, Astra Zeneca, Red Bull, PepsiCo, Kellogg's, Diageo and the BBC helping them build innovation capability through organisational structures, training and developing internal innovation.



Jan Juillerat has spent most of her professional life in HR management, during which time she has built and delivered innovative and enabling HR in cultures as diverse as uniformed services and creative arts. Jan has worked for the last ten years in Higher Education and Research, and has initiated and led a number of OD and change management programmes. A passionate advocate of HR, Jan seeks to drive and enable a creative and innovative HR model that builds organisational capability and delivers added value for the business.



Ed Griffin has worked across a range of sectors and organisational types. His work has included, amongst many things, advising on and developing innovative approaches to staff engagement in global businesses. Ed works as an Associate with Roffey Park and has particular interest and expertise in one-to-one development of senior managers leading change, working with HR teams to enable them to play a more strategic role within the organisation, facilitating strategy development and large-scale organisational interventions.



Rachel Stock is Director of Resourcing & Talent Management for the BBC, Rachel is responsible for leading strategy and policy on the BBC's approach to recruitment, and the off-air talent management framework ensuring integration across leadership development, career rotation and succession planning. Rachel joined the BBC in June 2008 as HR Director, Audio & Music and was appointed into her current role in January 2010. Before joining the BBC Rachel was Group HR Director at Random House, and has over 15 years experience in HR across the retail and media sector.



HR: driving business success through innovation

in association with



Speakers



MOK has over 15 years senior HR experience which included HR for the Food Halls at Harrods, Remuneration Manager for Dillons Bookstore, Head of HR for Boots in London and Head of HR and Training for KFC, Pizza Hut and Taco Bell. Recently he was a Director of 'What If', the world's largest privately owned innovation company, where he led the Organisational Innovation Team in London and New York. He organised and led CEO tours to some of the world's most innovative organisations, including Google, EA Games, Ritz Carlton and P&G, helping clients understand the principles of the host company's success and then apply them back to the clients' business.

He founded The Innovation Beehive in 2008, bringing the disciplines of HR, Innovation and Marketing together; MOK is an Associate Lecturer on the MA in Innovation Management at Central St Martins in London.



Andrea Kershaw is IDEO's organisational design practice lead in Europe. Her work entails working with clients to bring a fresh approach to their business and organisation by using IDEO's design thinking methodology, and leveraging IDEO's range of design capabilities to deliver results and impact. Prior to joining IDEO, Andrea spent four years at the BBC, working in the central change team managing a series of organisation-wide initiatives. She also supported creativity within the BBC and was a primary architect of the organisation's creativity and development framework. This initiative included building a Creativity and Audiences Centre and establishing a team of creative development consultants.



Jon Ingham is a researcher, writer, speaker and consultant working in the areas of strategic people management and organisation development. He is the author of 'Strategic Human Capital Management' and acts as the European training partner for the Human Capital Institute. More recently, Jon's focus has moved on from human to social capital. His new book deals with the opportunities to use social media and more traditional HR / OD approaches to enable social collaboration. Jon is a high profile blogger and podcaster and has been recognised as the leading global online influencer in talent management.

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HR: driving business success through innovation

This one-day programme lifts the lid on how to create an innovation culture - where HR is firmly placed at the centre enabling innovative thinking in every part of the organisation.

Differentiating your product or service is more important than ever. Those organisations that are **winning** with customers are constantly **INNOVATING** their offering and making their voice heard in a crowded market place.

But it is not enough to deliver some innovation training to the Marketing Team and hope that will be the solution. Innovation must be an **integral** part of your culture and the responsibility of everyone in the organisation - **HR** are uniquely positioned to drive this.

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This is a practical day built around case studies from, and break outs with, HR and Innovation practitioners who will share with you how their teams deliver innovative thinking on HR practices and organisational development.

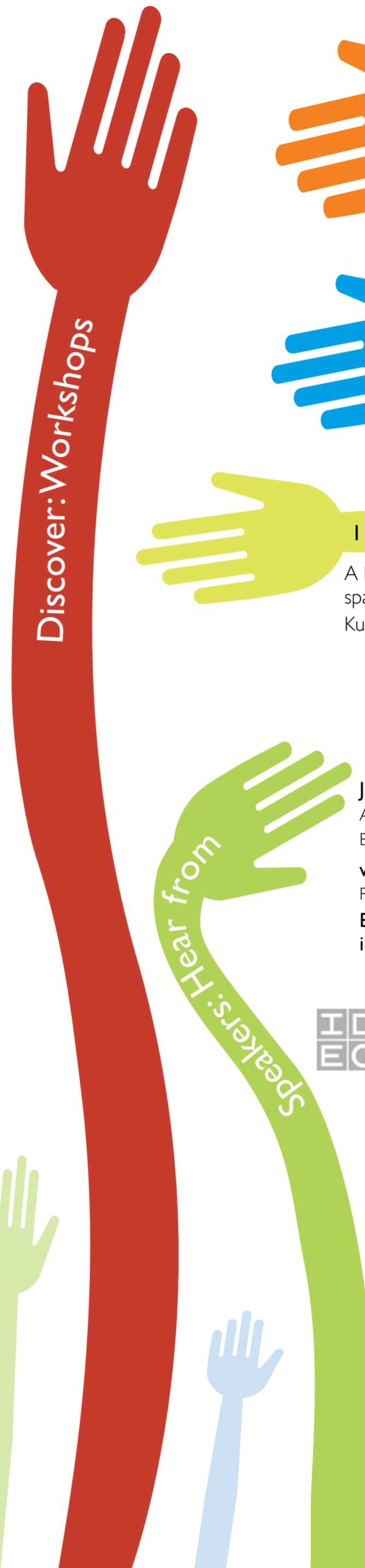
How to use **NEW MEDIA** to drive Innovation

How **HR CAPABILITY** can deliver significant organisational change

How does the physical environment impact on **INNOVATION**?

What is an innovation **CULTURE** like?

WHO does what best and why?



During the day you will have the opportunity to attend two of these workshops

Innovation Cultures - Learn from the best
How the world's most innovative organisations drive their culture
MOK, Innovation Beehive

The opportunities and limitations for HR in new and social media
Jon Ingham

I wished I worked there!
A look inside the most creative spaces in business
Kursty Groves

Speakers: Hear from

Jan Juillerat
Acting Director Human Resources and Corporate Services
Biotechnology and Biological Sciences Research Council

with Ed Griffin
Roffey Park Associate

Building HR capability to enable science and innovation

Andrea Kershaw
Organisation Design Practice Lead - Europe
IDEO

Exploring how design thinking can support organisational innovation

Rachel Stock
Director of Resourcing and Talent Management
BBC People

Graphic recording by
Tom Russell
Meeting Magic



HR: driving business success through innovation

15 October 2010

Programme

- 9.00 Arrival and coffee
- 9.30 Welcome and introduction to the day – Gary Miles
- 9.40 Innovation – the Context
MOK from the Innovation Beehive
- 10.00 **Keynote – Andrea Kershaw, IDEO**
Innovation is not new news. Innovations in products, services, distribution chains and more recently business models are familiar to us all. Is the organisation the last bastion of innovation? IDEO explores how design thinking, an approach of human centred design, can support organisational innovation.
- 10.40 **Optional Workshop Sessions: Choose 2 workshops**

Workshop 1



Innovating HR activities and outcomes through social media Jon Ingham

Organisational performance is being increasingly informed by the social connections, relationships and conversations taking place between people working in an organisation. An organisation's ability to innovate provides a good example of this dependency since this process is fundamentally social in nature. In this session, Jon will talk about how new and social media (web 2.0) can be used to leverage social relationships, improve HR practices and support organisational innovation. You will learn about some of the main opportunities to use social media to innovate within HR (HR 2.0 or social HR) including social recruiting and social learning. However an even bigger opportunity which is available to HR is contributing to or even leading the use of social media within the rest of the organisation (enterprise 2.0 or the social business). Jon will outline some tools that can be used to support these opportunities and will discuss some case studies as well.

Workshop 2



***I Wish I Worked There!* – Stimulus to create an inspiring work environment**

Join Kursty Groves, Design & Innovation Consultant, and Author of *I Wish I Worked There – A Look Inside the Most Creative Spaces in Business!* as she shares highlights from her book that goes behind-the-scenes of 20 of the world's most famous brands – including Nike, Google, Walt Disney Imagineering and Virgin – revealing their use of the physical environment to foster and support a culture of innovation. The stories told and insights unearthed about the realities of working environments – long after the designers and architects have left – provides practical inspiration for increasing employee engagement and performance as well as a great place to work!



Have you ever wondered how Google continue to drive innovation? Or how the leadership of Steve Jobs impacts on Apple's culture? Or who empowers front line staff to deliver customer focused solutions and what structures and processes they have put in place to drive it?

MOK from The Innovation Beehive will show you how the world's most innovative organisations drive a culture of continuous improvement in product, service and customer experience. He has visited everyone from EA Games to IKEA and will give you an insider's view on why these businesses are so successful, how HR is crucial to delivering that success and help you relate this back to your business.

This session will be full of energy and stories from the world's most innovative companies. If you really want to drive a culture of innovation in your business, MOK will show you how.

11.40 Plenary Session – Sharing the Learning

12.20 *Lunch*

13.20 Optional Workshop Sessions (as above)

14.20 **Case Study – Building HR Capability to enable science and innovation**

Jan Juillerat, Deputy Director, HRCSG, Biotechnology and Biological Sciences Research Council and Ed Griffin, Roffey Park Associate

The case study charts the development of HR Business Partnering and organisational capability in a devolved, knowledge-intensive organisation. Initially driven by a transition to a shared services model, BBSRC began a bespoke development process to support the effectiveness of HR Business Partnering throughout the organisation. The process has enabled BBSRC to develop HR capability to deliver significant organisational change.

15.00 *Break*

15.20 **Final Keynote – Rachel Stock, Director of Resourcing and Talent Management**

Rachel will share with you the challenges the BBC faces in resourcing and talent management as it operates in a market place with continual change, technological advances and fragmentation. Alongside this, the BBC is in the unique position of being funded by the licence fee whilst recruiting from a commercial and competitive marketplace. Rachel will share with you how her team have developed a compelling and innovative offering in order to recruit and retain the best talent.

16.00 Final Session – Transferring the learning into the workplace - MOK

16.20 Close – Gary Miles

16.30 Finish