

## Branch & Special Interest Group Contacts

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## It's good to talk - but are you talking the right language?

In our personal lives we value our relationships. Employers across the UK recognise they also need to work at their relationship with their employees too. After all they spend almost a third of their lives together.

Melanie MacNab, Managing Director of Enlighten, is the UK's leading specialist in Employee communications and a key speaker on Employer Reputation.

Over the past 25 years she has worked with employers delivering a unique strategic approach to employer/employee engagement.

Working with organisations across the UK and all sectors. Including; Metropolitan Police Service, AMEC, Provident Financial Group, Lancashire Constabulary, JD Williams, Beaverbrooks and the Royal Bank of Scotland Group.

The right strategy and delivering results in:

Melanie MacNab is offering CIPD Members a **FREE consultation** between 1st September and 29th October 2008. For your free consultation contact Melanie MacNab direct on 07762 432099 or email [melanie@enlightencommunications.co.uk](mailto:melanie@enlightencommunications.co.uk)

- A more inclusive, open and empowered culture
- A positive environment to work in
- More productive, better informed and engaged individuals
- Absence and sickness levels are reduced
- Existing talent shines and the employer attracts greater talent into the organisation
- The business notices the difference

"For the past two and a half years Melanie has played an important role in the development and delivery of our employer communications strategy, thanks to her input it has not only evolved rapidly but is producing measurable results" Helen Turner, Provident Financial Group

## ADVERTISING IN UPDATE

### PAGE SPECIFICATIONS AS FOLLOWS:

**Full page: 230 x 174 mm** Full page £1000 + vat

**1/2 page portrait: 230 x 84 mm**  
**1/2 page landscape: 112 x 174 mm** Half page £550 + vat

**1/4 page 112 x 84 mm** Quarter page £350 + vat

We do not publish advertorial copy (see advertisement costs per page which will apply).

### INSERTS

Single page flyers will be inserted at £400 + vat. Inserts, over 90gsm will be £450 + vat. 2 sheet inserts, (4 sides) will be £800 + vat. There will also be a limit placed on the number of inserts allowed within each edition, therefore it will operate on a 1st come 1st served basis. Please ensure you book your insert or advertisement directly with the Editor who will confirm costs and deadlines.

Circulation currently stands at 4000+. We require you to provide 4500 copies of your insert. Delivery details will be confirmed by the Editor or Branch Administrator at the time of booking. Please note:- inserts and advertisements must arrive by the deadline to guarantee insertion. Editorial reserve the right to delay distribution to members if required.

### Special prices for CIPD members

**For a competitive quote and quick turn around on print, design and production of advertisements or inserts contact: Natasha Alaimo at Enlighten on Tel: 01625 855980 Fax:01625 856941 email: [natasha@enlightencommunications.co.uk](mailto:natasha@enlightencommunications.co.uk)**

**Copy deadline: articles, contributions and bookings for inserts and advertisements must be received by Monday 3rd November 2008.**

**Contact: Cathy Blades**  
**E-mail: [cblades@eef.org.uk](mailto:cblades@eef.org.uk)**  
**Tel: 07947 817755**

### Branch Website:

<http://www.cipd.co.uk/branch/merseyside>

Organisations or individuals wishing to write copy for the UPDATE must respect the following guidelines:

Articles must reflect research, novel approaches, best practice and be of sufficient depth to be of interest to our membership. Anything pitched at the subject area of the Professional Qualification Scheme (excluding option modules) is unlikely to warrant publication unless it meets the above criteria.

We require copy to be sent via e-mail or on disk, with hard copy back-up provided as Microsoft Word or text document. Company logos & images must be provided as Illustrator eps or Jpeg files.

### Recommended Deadlines for articles

Monday 3rd November 2008

### Delivery to members

Friday 19th December 2008



# UPDATE

The regular update for the CIPD members in Merseyside, North Cheshire, North Wales and Isle of Man

September 2008



## Your Events Diary is here!

Events feature 2008/9

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# Letter from the Editor

## Dear Member

Welcome to another edition of Update. As you receive this, we commence another year of events through the Branch. The events diary highlights a whole range of different topics available throughout the region.

Most evening events are free of charge, but do book to help us to plan catering. Employment Law events and day time events are chargeable, but they provide income to help the Branch to put on such a variety of speakers throughout the year.

If you haven't attended Branch events before, why not give it a try. Committee members will be on hand to welcome you. It is a great way to keep yourself up to date and an excellent way to network with like minded people.

On page 5 you will see Birmingham Branch have researched which topics are most popular. Why not email us on [branchcipd@yahoo.co.uk](mailto:branchcipd@yahoo.co.uk) and let us know what topics you would like to see in future programmes.

This is **YOUR** Update, so please let me have any articles which might be of interest to other members and send in any ideas you have for future editions. We want to make Update of value to you.

Look forward to seeing you at future events

Regards

Cathy



## Don't Forget...

The deadline for renewing CIPD membership is **30 September 2008**.

Ensure uninterrupted access to your member benefits:

- continue to be part of the largest community of HR professionals.
- stay informed about the latest in UK employment law.
- access the largest HR library in Europe.
- save money on CIPD books, training courses and conferences.
- receive your free annual subscription to the award winning People Management.

## Considering Upgrading?

If you are newly qualified, or indeed, have been qualified for some years you may find it useful to attend an upgrading workshop.

I will take you through the process to ensure you include the right information to enable you to upgrade first time.

Many people who have reached quite high level positions and have never got around to upgrading, find that they can go straight from graduate to fellow.

So why not come along and discover how you can gain full membership.

**See Branch Events Diary for full details**

Email attendance to [cblades@eef.org.uk](mailto:cblades@eef.org.uk)  
Contact for queries **Cathy 07947 817755**

## From our Chair



This issue heralds the end of the summer, which seems to pass more quickly each year. Now the holiday period is drawing to a close, it is time to start thinking about the year ahead.

With this in mind, we hope you find this edition of Update useful. We have worked hard to plan and finalise the details of the full programme of events for the coming year, which is included in this edition.

You will find details about events in the programme, which reflect the priorities and areas of interest of our members. Please take time to look at the programme and identify events that may be useful to your own continuous professional development. If you have not attended a CIPD event before, I would like to extend a personal invitation to you. I am sure that if you can make the time to get along to one of our events, you will

find it an enjoyable and an informative experience. It is also a great opportunity to network with fellow HR professionals.

Do check the website, since sometimes full event details are not available at the time of going to press and occasionally additional events are added.

Look out for the Branch Diversity event in Liverpool in November - details are included in a separate item. This is the first time we have planned a large-scale event for some time and we hope that it will be a great success.

Finally, thanks to every member who has helped to put this programme together. The Branch is run by volunteers who dedicate substantial time and effort to ensure that this Branch Programme of Events is extensive and varied. Without your support, it would not be possible to run the programme and offer the range of events planned for 2008/9.

Regards

**Dave James**

# What we've got to look forward to in 2008/9

## Development & Networking Day ideal for Committee Members and CIPD Course Providers

**4th October 2008, Holiday Inn Hotel, Brighouse (M62 jn 25)**

NAP stands for Northern Area Partnership and brings together all branches in the north of England. The event is only open to committee members, so if you are on Branch or any Group committee, you are entitled to come along.

It is included here to ensure all committee members have seen it and have the opportunity to go, but also shows a perk you might experience if you were on a committee.

Indeed, volunteering for work on a local committee is a great way to make new friends, give back a little to the Institute and enhance your own CPD. If you would like to participate in your local group, please contact the Chair - details on the back page.

### Aims – Why come along?

This day has been designed to provide an opportunity for CIPD committee members and course providers across the north to get together to:

- exchange ideas and practices between branches
- update, discuss and contribute to some current CIPD issues and developments
- hear and learn from guest speakers
- enjoy a pleasant sociable day

### PROGRAMME

<b>10.00</b>	Coffee, tea, registration and networking
<b>10.30</b>	Introduction to the day <b>Lynn Clarke</b> <b>NAP Chair</b> Branch Development – what's new <b>Cheryl Myles Branch Development</b> Introduction to discussion topics
<b>11.10</b>	Round table discussions 1. Conference 2010 2. Flexible routes to membership 3. Reaching and supporting students 4. Branch Profiling
<b>11.50</b>	Key note speaker 'Crucial Conversations' <b>Richard Pound</b>
<b>1.00</b>	Lunch
<b>1.40</b>	Networking groups - opportunity to get together with colleagues from other branches and organisations to exchange ideas and practices
<b>2.20</b>	Keynote Speaker – Dispute Resolution & CIPD Policy Developments <b>Mike Emmott CIPD Employee Relations Adviser</b>
<b>3.10</b>	Coffee, tea, etc
<b>3.20</b>	Update on CIPD research and website <b>Steve Corbett CIPD Library &amp; Info Services</b> Q&A session and plenary review of discussions <b>Cheryl Myles</b>
<b>4.20</b>	Review of day Close

## Branch Diversity Event at the Liverpool Echo Arena 18th November 2008 - Watch out for more details on the CIPD Website

We have had some exciting developments recently, that came out as ideas at our recent Branch planning development events.

One idea was to have a full day Branch event, that formed part of Liverpool's Capital of Culture programme in the new Liverpool Echo Arena and Conference Centre.

We have had massive interest in the idea of an event that celebrates the diverse culture of the region

and identifies best practice for employers to achieve a more inclusive workforce.

I am pleased to confirm that this has now become reality, with support from many areas, including CIPD HQ, who are helping us with our plans. Dianah Worman (CIPD Diversity Adviser) has agreed to be a keynote speaker and many more speakers are being invited to contribute to the event. The programme will be a full day event with keynote

speakers and will conclude with the opportunity for the audience to direct questions at the panel of experts in a "Question Time" type forum.

We don't have full details of all the speakers yet, but log onto the website for more details at [www.cipd.co.uk](http://www.cipd.co.uk) and click on Find your Branch (Merseyside) and then on Events.

It will be a paying event, but we hope to keep the costs as low as possible and should be very competitively priced.

There will be full refreshments and meal included and we hope to end the event with drinks and the opportunity to network.

This should be a great day, one not to be missed by anyone in HR, with responsibility for diversity.

I hope you can make it and look forward to seeing you there.

**Dave James**  
**Chair Merseyside & North Wales**

## Don't miss your local CIPD Employment Law Updates

As HR professionals we must keep up to date with changes in employment law. Information can be obtained from People Management, the CIPD website and our Update newsletters. You can also attend a local event via your CIPD branch and not only hear about the changes, but you also get the opportunity to get your questions answered by a highly experienced employment law solicitor on what the changes mean.

Many of you will know Phil Bramhall. He has kindly

supported CIPD and this branch for 10 years by delivering sessions on employment law. His sessions are always highly informative, pragmatic and entertaining.

An employment lawyer for 20 years, Phil has worked in house for two local authorities and moving to lead the Employment Law Department as a partner at DLA's Liverpool office. He now runs Bramhalls, both providing legal and tactical support to HR departments in both the private and the public sector, acting predominantly for employers.

### Employment Law events

**North Wales**  
**Wednesday 8 October 2008**  
**9am – 1pm (inc lunch)**

**Warrington**  
**Wednesday 15 October 2008**  
**6.30pm for 7pm start**

**Liverpool**  
**Monday 27 October 2008**  
**6pm – 8.15pm**

Phil will provide an overview of recent changes and developments in employment law and its impact on HR.

The aim is that by the end of the session, delegates will be aware of recent and imminent changes to employment law and their practical impact on HR practice.

Although most evening events are free, there is a charge for these events - details on the events page. This charge helps fund other events throughout the year.

Details of these events can be found in the events diary on the next page and on the website.

# Events Diary 2008

Book via the website:  
[www.cipd.co.uk/branch/merseyside/events](http://www.cipd.co.uk/branch/merseyside/events)

All events are open to members of any grade from any region of CIPD. As we go to press, some events timings etc are not fully confirmed, so please check all events on the website. Please book on to all events via the website - this ensures we can cater for the correct numbers and let the speaker know how many will be there. The contact number given is only for any queries not for normal bookings.

## SEPTEMBER 2008

### NLP- reframing

**Date:** Wednesday 10th  
**Speaker:** Krista Powell-Edwards  
**Venue:** Merseyside Police HQ, Canning Place, Liverpool L1 8JX  
**Time:** 6.30pm to 8pm  
**Cost:** No Charge  
**For enquiries:** Debbie Nesbitt 07725 041457

**Description:** The use of NLP to understand and reframe personal beliefs to benefit performance improvement. Krista has been an independent consultant and developer for over 12 years and has worked with both public and private sector clients.

### Student Awards Evening (Inc. NLP/How to see things differently)

**Date:** Monday 22nd  
**Venue:** Wirral Metropolitan College, Carlett Park Campus, Carlett Park, Wirral CH62 0AY  
**Time:** 6.00pm for 6.30pm  
**Cost:** No Charge  
**For enquiries:** Marion Selstead 0151 551 7777

### The Liquid Thinking Survival Guide to Change

**Date:** Wednesday 24th  
**Speaker:** Damian Hughes  
**Venue:** HS Administrative Services Ltd, Aegon House Daresbury, Warrington WA4 4HS  
**Time:** 6.30pm for 7.00pm  
**Cost:** No Charge  
**For enquiries:** Cathy Blades 07947 817755

**Description:** Change is ever present. Coping with the process of change is a skill we all need to develop. Damian, best selling author and speaker will share with you a practical way to cope with the ever increasing change in the workplace. Exclusive insights from Tiger Woods, Sir Terry Leahy, Frank Dick and the GB Rugby League coach Tony Smith, Damian will keep you entertained & enthralled at the same time.

## OCTOBER 2008

### Coaching Special Interest Group

**Date:** Wednesday 1st  
**Venue:** Ramada Chester Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL  
**Time:** 6.30 p.m. – 9.00 p.m.  
**Cost:** No Charge  
**For enquiries:** Andrew Newton 01244 330148

**Description:** This is a great opportunity for all those involved in coaching to share their experiences and support each other in their work. Future meetings and involvement by all members of the Group will be most welcome. Attendance at this Group is free to all members as it is sponsored and supported by the Merseyside Branch. Booking is essential.

## OCTOBER continued

### Northern Area Partnership (NAP) Development and Networking Day

**Date:** Saturday 4th  
**Venue:** Holiday Inn, Brighthouse HD6 4HW  
**Time:** Full Day  
**For enquiries:** Open to all committee members, booking essential  
**Description:** Please see page 2 for full details

### Employment Law Event

**Date:** Wednesday 8th  
**Speaker:** Phil Bramhall  
**Venue:** Oriol House, St Asaph  
**Time:** 9.00am to 1.00pm (with lunch)  
**Cost:** See costs at bottom of page  
**For enquiries:** Mari James 07932 773187

### Employment Law Event

**Date:** Wednesday 15th  
**Speaker:** Phil Bramhall  
**Venue:** Warrington Collegiate Institute, Winwick Road, Warrington WA2 8QA  
**Time:** 6.30pm for 7.00pm  
**Cost:** See costs at bottom of page  
**For enquiries:** Cathy Blades 07947 817755  
**Description:** Phil will update on the latest employment law. See page 2.

### Internet (Abuse)

**Date:** Monday 20th  
**Speaker:** Phil Bramhall  
**Venue:** Ramada Chester Hotel, Whitchurch Road, Christleton, Chester CH3 5QL  
**Time:** Buffet and Registration 6pm for 6.30pm  
**For enquiries:** Janet Kelly 07973 675770

### Upgrading Workshop

**Date:** Wednesday 22nd  
**Venue:** Daresbury Park Hotel, Warrington WA4 4BB  
**Time:** 6.30pm  
**For enquiries:** Book via [cblades@eef.org.uk](mailto:cblades@eef.org.uk) Cathy 07947 817755

### Employment Law Update

**Date:** Monday 27th  
**Speaker:** Phil Bramhall  
**Venue:** Merseyside Police HQ, Canning Place, Liverpool L1 8JX  
**Time:** 6.00pm until 8.15pm  
**Cost:**

Fee for members	£25 inc vat
Fee for non-members	£45 inc vat
Fee for CIPD students	£15 inc vat

**For enquiries:** Debbie Nesbitt 07725 041457  
**Description:** Phil Bramhall will provide an overview of recent changes and developments in employment law and its impact on HR.

# Events Diary 2009

## NOVEMBER 2008

### Health & Wellbeing Event

**Date:** Tuesday 12th  
**Venue:** Ramada Chester Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL  
**Time:** Full day event 9.30am to 4.00pm  
**Cost:** Members £50 Non Members £75 CIPD Students £30  
**For enquiries:** Janet Kelly 07973 675770

**Description:** This event will focus on people management strategies and initiatives that can be used in supporting your employee's health and wellbeing at work and beyond. Listen to inspirational speakers throughout the day, presenting a new way of measuring wellbeing at all levels in an organisation and the role of appreciative coaching in effecting change.

Speakers include; Sue Eynon, Senior OH Advisor at the National Assembly for Wales, Ian Grimshaw, Pensions and Benefits Manager, MBNA Denis Chiltern, Barcidilio Training, Robin Graham, "Laughter for Leaders, harnessing eh power" David Somerville, Independent Chartered Psychologist, Wellbeing at Work, Debra Winterson, Independent Chartered Psychologist, Dr Joe Delaney, Senior Research Fellow in Medicine.

### Diversity Branch Event

**Date:** Tuesday 18th  
**Venue:** Liverpool Echo Arena, Monarchs Quay, Liverpool L3 4FP  
**Time:** 9.30am to 4.00pm  
**Cost:** Chargeable event  
**For enquiries:** David James 07933 779596

**Description:** To celebrate the cultural diversity of the region. The focus will be on the drivers that help employers to achieve a more inclusive workforce. Keynote speakers from organisation's that have best practice in achieving diverse and inclusive workforces including Dianah Worman, Diversity Adviser CIPD and will be followed by a "Question Time" forum, Chaired by BBC Radio Merseyside presenter Roger Phillips. Please see website for further details nearer the time.

### Student Award Evening, and Making the most of the CIPD Website

**Date:** Wednesday 26th  
**Venue:** St Helens College, Water Street, St Helens WA10 1PP  
**Time:** 6.30pm for 7pm  
**For enquiries:** Cathy Blades 07947 817755

**Description:** Help us to celebrate the success of students in our area, at the Student of the Year awards. Ever struggled to find things on the CIPD website? Or perhaps you don't use it. Come along to discover what is available on the site and how you can make the most of it from an expert.

## DECEMBER 2008

### Coaching Special Interest Group

**Date:** Tuesday 2nd  
**Venue:** Wrexham - Venue TBC  
**Time:** 6.30 p.m. – 9.00 p.m.  
**For enquiries:** Andrew Newton 01244 330148

**Description:** Another great opportunity for all those involved in coaching to share their experiences and support each other in their work. Attendance at this Group is free to all members as it is sponsored and supported by the Merseyside Branch. Booking is essential.

### Additional Events 2008

An HR Skills Event is planned for early December, please see website for details. For queries contact **David James 07933 779596**

### Branch Planning Event

We have branch planning events in January and June, please see Update Magazines and the website for details.

## JANUARY 2009

### Mediation Event with ACAS (Liverpool)

Check the website and Update for further details  
**Contact:** Debbie Nesbitt 07725 041457

### Staff Engagement

Check the website and Update for further details  
**Speaker:** Peter Hunter  
**Venue:** Daresbury, Warrington TBC  
**For enquiries:** Cathy 07947 817755

### Bullying & Harassment Event with ACAS

**Date:** Monday 26th  
**Venue:** Ramada Chester Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL  
**Contact:** Janet Kelly 07973 675770

## FEBRUARY 2009

### Employment Law

**Date:** Monday 9th  
**Speaker:** Phil Bramhall  
**Venue:** Llandrillo College, Rhos on Sea  
**Time:** 9.00am to 1pm with buffet lunch  
**For enquiries:** Mari James 07932 773187

## MARCH 2009

### Managing Investigations 6.30pm to 8.00pm Liverpool

Check the website and Update for further details

### NLP Coaching Event

**Date:** Tuesday 3rd  
**Speaker:** Kevin Reay  
**Venue:** EEF NorthWest, Warrington  
**Time:** 6.30pm for 7pm start

### Employment Law

**Date:** Tuesday 17th  
**Venue:** Ramada Chester Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL  
**Time:** Full Day Event

## APRIL 2009

### Clean Language Event

**Date:** Monday 20th  
**Venue:** Ramada Chester Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL  
**Speaker:** NLP Speaker Krista Powell Edwards

### Leadership Profiling

**Date:** Wednesday 22nd  
**Venue:** EEF North West, Glazebrook, Warrington WA3 5BN  
**Time:** 6.30pm for 7pm start  
**Speaker:** AQR

## MAY 2009

### Mock Tribunal - Discrimination / Equal Pay

**Date:** Tuesday 5th  
**Organisers:** Mari James/Mari Roberts  
**Venue:** Bangor University  
**Time:** 09:00 to 13:00 with a buffet lunch followed by AGM at 13:30

### Mock Tribunal – Liverpool

**Date:** Thursday 7th  
**Time:** Full Day Event  
**Cost:** Chargeable Event

# Your suggestions welcome...

## What would help you to maximise your potential?

The branch plans to set up a series of training and development sessions focusing on learning and development.

It would be aimed at anyone who has an interest in learning and development.

### Suggested topic areas:

- Skill/knowledge acquisition for the learning and development role e.g. Myers Briggs, DISC training
- Running/growing a learning and development business or department
- Learning from exemplars – workshops and presentations from experts in the learning and development field

- Development of skills required in training
- Designing effective learning interventions
- Identifying the business case for learning and development
- Measuring the impact of learning

**This list is not exhaustive – it will depend on what members want. Why not let us know what you want and what would help you?**

Contact Julie Cotton on [BranchCIPD@yahoo.co.uk](mailto:BranchCIPD@yahoo.co.uk)

## Your chance to participate in a survey on Continuing Professional Development

CIPD is participating in an international survey, organised by the Professional Associations Research Network, which aims to discover how members of professional bodies feel about the CPD that they do. It asks questions about your attitudes towards CPD, how much and what kind you do, and more specifically it is interested in how you feel about learning online and about universities as CPD suppliers.

Your answers are important as they will help to shape the future of CPD and the direction of online technologies.

We really value your opinions, and ask you to please take 15 minutes to complete the survey. Your responses will be reported back anonymously.

This is an important survey which is being sent to approximately 1,000,000 individual professionals. Here is your chance to have your say! This survey can be found at

<http://www.parnglobal.com/surveys/onlinecpdmemberssurvey.htm>

# What are the top branch events across the Country?

Birmingham Branch have pulled together a collection of submissions from branches across the country of their top five events (either as most well attended or well received) over the past 12 months.

Employment law updates have been, unsurprisingly, the most popular event with many branches running several events of this nature. Mock employment tribunals have also proved popular as well as various learning & development topics.

With regards to the total number of events put on by branches throughout the country in comparison to the national 2006-07 figures, 'learning & development' and 'employment law' topics seem to dominate branch calendars making up a combined 46% of all events.

Networking topics have risen, encompassing the number of non-HR skills development or social events being held. 'Recruitment and talent management' is another topic which is now regularly occurring in branch calendars, reflecting the relatively high profile on the subject of talent management in the HR arena over the last year.

### What would you like to see in your area?

Let us know what you would like to see in this area. As a Branch we have set January and June as planning times for the Branch. Please let us know what events you would like to see, or better still, come along to our January planning event and talk to us about your requests.

Please email any ideas to [branchcipd@yahoo.co.uk](mailto:branchcipd@yahoo.co.uk)

# How to get ahead in HR

Are you making a positive impact?

**There is a great deal of discussion about the strategic role of Human Resources (HR).**

- What has to happen for HR as a profession to be taken seriously and as a shaper of business strategy?
- How does HR contribute to the 'bottom line'?
- How can HR get a seat on the board?
- What influence does HR have on strategic business decisions?

These are absolutely key issues that will impact on the perception of HR in the workplace and in the business environment and on HR's impact and influence. It follows on that the perception of HR as a function will impact on the perception of HR professionals – it cannot not.

This also works the other way. The perception of the HR practitioner will impact on the perception of the HR function.

I spend a great deal of time exploring what factors impact on effectiveness and perception of effectiveness. A great deal of this perception (and perception is reality!) is down to the degree of positive impact the person has.

Research has identified that it's not enough just to do the job well. One study\* identified that to be promoted, doing the job - Performance – was a factor that only contributed 10% of that factors that impacted. Image contributed 30% and Visibility and Exposure a massive 60%!

## Implications

I suggest HR needs to do more to actively promote itself and not rely on being recognised as effective. In these days of tight budgets every department will need to state its case and identify why it adds value – so image, exposure and visibility are key activities.

## CIPD works with new UK Commission for Employment and Skills

The CIPD has been working with the new UK Commission for Employment and Skills (UKCES) on a number of projects examining the skills of UK plc. Launched on 1 April, the UKCES is a key recommendation in Lord Leitch's 2006 review of skills and aims to raise UK prosperity and opportunity by improving employment and skills.

A key project for the Commission is the relicensing of the Sector Skills Councils (SSCs), where each SSC will go through a rigorous process to determine whether their license should be renewed. As SSCs represent employers, your views are needed on how they are performing. We believe that this process represents an important opportunity for members to influence the national skills delivery system. The relicensing process will be carried out by independent, third-party assessors reporting to the UK Commission. Work begins this month, and every SSC is expected to have gone through the process by the end of next year. If you want to find out more, please go to the 'latest public policy news' section of the website or speak to your Branch Policy Advisor.

**Sarah van der Heyden**  
Policy Adviser Membership Development

## Action

Assess yourself against the **Five C's** identified by Eleri Sampson:

### COMPETENCE

- Are you as good as you can be?
- How can you develop?
- How can you demonstrate your competence?

### CREDIBILITY

- Do you deliver what you say you will?
- Do you communicate why and how you are credible?

### CONTROL

- Do you manage your emotions?
- Do you communicate assertively?
- Do you know how to manage conflict?

### CONFIDENCE

- Do you have self confidence?
- Do you instil confidence in others?

### CONSISTENCY

- Do you have standards of behaviour and performance that you adhere to?
- Do people know what they will get from you?

If you want a **Personal Impact – Self Audit** form please email [admin@humanistics.org.uk](mailto:admin@humanistics.org.uk)

**Krista Powell Edwards**  
Humanistics Training and Consultancy

*Specialists in personal and organisational effectiveness*

\* Daniel Coleman cited in 'The Image Factor' by Eleri Sampson



## Advertisement



### Professional Qualification and CPD Opportunities

**Certificate in Business Management**  
**Gain Licentiate Membership of CIPD**

A one year part time programme and postgraduate business management qualification, which covers the revised CIPD Leadership and Management syllabus. Successful completion gives licentiate membership of CIPD and entry to the MA Personnel and Development programme. *Intake Sept 2008*

**MA Personnel and Development**  
**Gain an MA at the same time as Graduate CIPD**

A two year part time programme, which is accredited by CIPD and open to those who have completed the CIPD Leadership and Management Programme. Successful completion leads to Graduate Membership of CIPD and the MA qualification. *Intake Sept 2008*

**MA in Strategic HR – For experienced practitioners**

A one year programme ideal for corporate members of CIPD, and other HR and HRD practitioners who are appropriately experienced and qualified. The programme supports practitioners in developing a critical perspective of practice in order to enable strategic change at an individual, professional and organisational level. Practitioners will attend for three, two-day blocks followed by six action learning sets. *Intake Jan 2009*

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For further information please contact the Programme Administration team tel: 0151 231 3800 email: [blwpg@ljmu.ac.uk](mailto:blwpg@ljmu.ac.uk)