



**Putting People First  
for Meaning and  
Performance**

**From the Jon Ingham  
Strategic HR Academy**



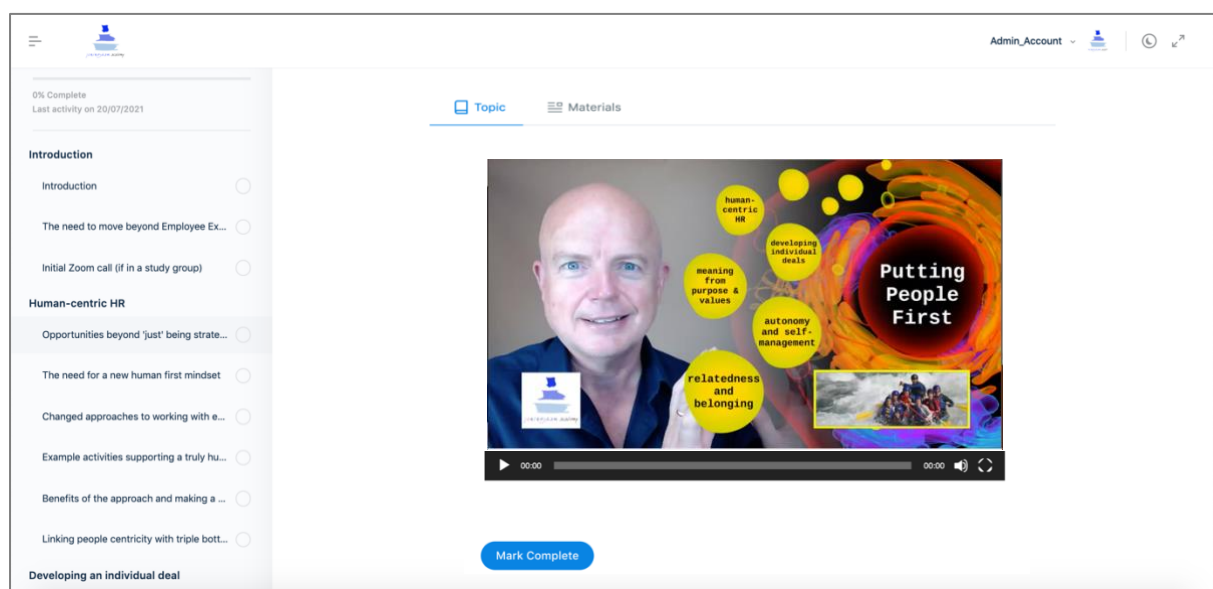
## The Importance of Putting People First

Employee engagement remains a vital focus for HR departments. However, despite a decade or more's investment in engagement surveys and developing line managers, etc, engagement levels are often still much lower than we would want them. Is that at least partly because, in many ways, engagement approaches have been fundamentally disengaging? A reason for this might be that engagement has always been defined in terms of the business – that it is something that helps in terms of achieving the company's goals. Therefore, employees are often unsure what is in engagement for them.

A more engaging approach might therefore be to dispense with the idea of engagement, and indeed, in the traditional, one-way focus on organisation's own needs. Instead, we may now need to consider employment from the perspective of the employee, or indeed of anyone working for an organisation, in exchange for pay, benefits, and often their particular idiosyncratic needs.

The recent focus on employee experience has taken us a step towards this perspective, but people don't come to work for a good experience. Ensuring they are effectively motivated might therefore mean understanding why people come to work and responding to these needs.

Attend this training to understand how people in your business can be enabled and encouraged to perform by first helping them to achieve their own goals. Learn to adopt a people-centric focus which sees employees as whole people rather than just job holders. Tackle the issue that each employee has different needs and recognise how to develop the experience needed to take account of these, leading to flexible and even personalised services and interactions.



The screenshot displays a learning management system (LMS) interface. On the left, a sidebar shows a course outline with sections: 'Introduction' (containing 'Introduction', 'The need to move beyond Employee Ex...', and 'Initial Zoom call (if in a study group)') and 'Human-centric HR' (containing 'Opportunities beyond 'just' being strate...', 'The need for a new human first mindset', 'Changed approaches to working with e...', 'Example activities supporting a truly hu...', 'Benefits of the approach and making a ...', and 'Linking people centrality with triple bott...'). Below this is a 'Developing an individual deal' section. The main content area features a video player with a 'Topic' tab selected. The video shows a man speaking, overlaid with a diagram titled 'Putting People First' that includes concepts like 'human-centric HR', 'developing individual deals', 'meaning from purpose & values', 'relatedness and belonging', and 'autonomy and self-management'. The video player has a progress bar at 00:00 and a 'Mark Complete' button below it. The top right of the interface shows 'Admin\_Account' and navigation icons.

## Course Outline

### **Human-centric HR**

- Opportunities beyond 'just' being strategic
- A human first mindset
- Changed approaches to working with employees
- Example activities supporting human-centric organisation strategy
- Benefits of this approach and making the case without ROI analysis
- Linking people centricity with triple bottom line / ESG reporting

### **Developing an individual deal**

- Common and individual motivations
- Workforce segmentation and personas
- Understanding individual jobs to be done
- Opportunities for customised HR and management approaches
- Opportunities for true personalisation
- AI based opportunities for personalising the deal

### **Meaning from purpose and values**

- Purpose as competition, achievement, mojo and social responsibility
- Aligning organisational, individual and job purposes
- Articulating purpose at all levels
- Developing human values that benefit the business
- Linking values and organisation principles
- Enabling personal opportunities to find meaning

### **Autonomy and self-management**

- Opportunities for greater autonomy
- Ensuring and sensing progress in a flatter organisation
- Enabling ongoing employability through personalised development
- Approaches for self-management

### **Relatedness and belonging**

- Personal need for social connection at work
- Supporting relatedness
- Developing belonging especially in a remote / virtual environment
- Connecting people through communities and networks

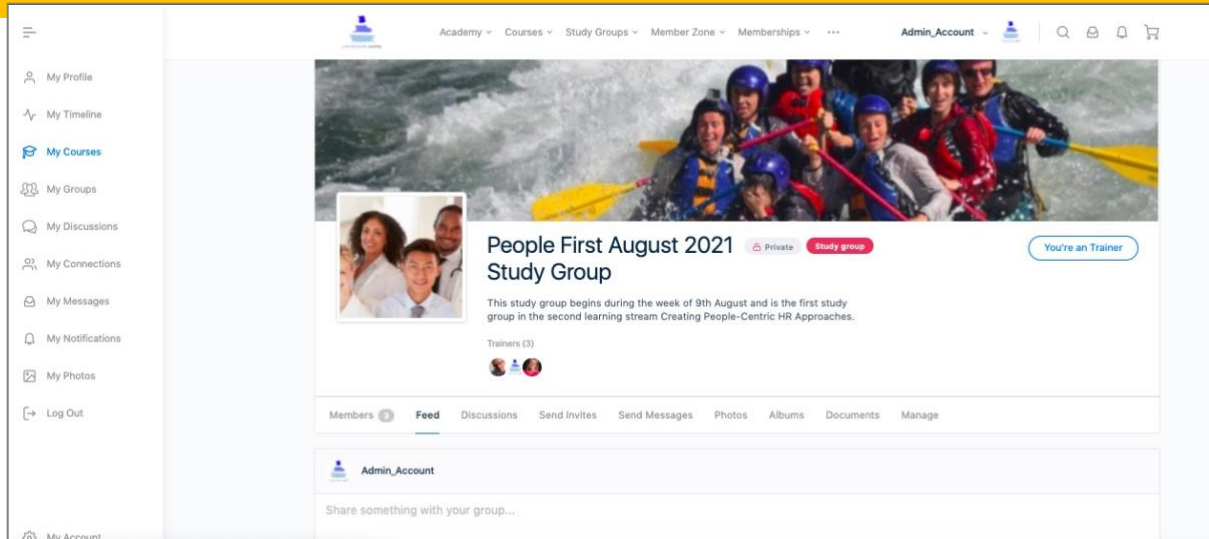
**NEW study group: 31 August – 22 October 2021**

The Academy's study groups are small cohorts of participants focused on a particular course. These last for about two months and are run one or more times per year for each course. Study groups provide the main basis for Q&A with Jon Ingham, and also asynchronous chat based discussion about the course, and your own opportunities around the course with other participants.

Study groups are also supported by four Zoom calls during the life of a study group. These help members of the group get to know each other, enable us to discuss more complex issues, support activities and provide a basis for reviewing the application of content to your own organisation.

The schedule for the forthcoming Putting People First for Meaning and Performance study group will be:

Week	Commencing Week	Focus
1	31 August	<ul style="list-style-type: none"> <li>• Orientation</li> </ul>
2	7 September	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Initial Zoom call – Overview and connections</li> </ul>
3	14 September	<ul style="list-style-type: none"> <li>• Section 1 – Human-centric HR</li> </ul>
4	21 September	<ul style="list-style-type: none"> <li>• Section 2 – Developing an individual deal</li> <li>• Second Zoom call – Considering changes</li> </ul>
5	28 September	<ul style="list-style-type: none"> <li>• Section 3 – Meaning from purpose and values</li> </ul>
6	5 October	<ul style="list-style-type: none"> <li>• Section 4 – Autonomy and self-management</li> <li>• Third Zoom call – Considering changes</li> </ul>
7	12 October	<ul style="list-style-type: none"> <li>• Section 5 – Relatedness and belonging</li> </ul>
8	19 October	<ul style="list-style-type: none"> <li>• Summary</li> <li>• Final Zoom call – Action planning</li> </ul>



## About the Jon Ingham Strategic HR Academy

The Academy provides online capability development which is obviously particularly relevant to support remote working during the pandemic. However, this also offers an enhanced learning experience compared to traditional, face-to-face training:

### Key benefits:

- Study at the time and in the location which is most convenient for you
- Participate from anywhere in the world\*, avoiding travel time and costs
- Review or fast forward content to support your own learning needs
- Share insights, experiences and plan actions within small cohorts
- Learn from other discussions taking place across the whole Academy.

Video, other learning materials and study group facilitation are provided by globally recognised HR strategist, Jon Ingham:

- Co-author with Dave Ulrich of 'Building Better HR Departments'
- Author of 'The Social Organization'
- Top Global HR Tech Influencer 2019, 2020 - Human Resource Executive (USA)
- Mover and Shaker 2019 (& 7th Top UK HR Influencer, 2013) - HR Magazine (UK)
- HRD Thought Leader - HRD Connect (UK).

## Study Group Timetable

Month	Study groups
<b>September 2021</b>	<ul style="list-style-type: none"><li>• Strategic partnering to improve HR credibility and contribution</li><li>• Performance management re-engineering</li><li>• Culture Change: what and how</li><li>• Organisation design for modern, compelling, and effective working</li></ul>
<b>October 2021</b>	<ul style="list-style-type: none"><li>• Digital transformation for HR</li><li>• Employee experience to create shared value</li><li>• HR transformation for creating value</li><li>• Reward innovation: true transformation vs timid tinkering</li></ul>
<b>January 2022</b>	<ul style="list-style-type: none"><li>• Wellbeing and resilience: moving beyond engagement</li><li>• Business relationship management skills</li><li>• Process design in both HR and the business</li></ul>
<b>February 2022</b>	<ul style="list-style-type: none"><li>• Employer branding through organisational differentiation</li><li>• Teams and teaming: high performance for the new world</li><li>• Leadership and management in the new world of work</li></ul>

Notes: course content will be made available shortly before the relevant study group.

Courses cost £298 GBP including optional participation in a study group. All course fees include ongoing membership providing access to all non-course learning resources in the Academy.

Find out more information and enrol at <https://joningham.academy>

Ask us any questions you may have by contacting us at [admin@joningham.academy](mailto:admin@joningham.academy)

Follow the academy on LinkedIn for updates and general insights at: [www.linkedin.com/school/jon-ingham-strategic-hr-academy](http://www.linkedin.com/school/jon-ingham-strategic-hr-academy)

