



Aspire 2.0 (Cohort 3)

Strategic HR and OD Business Partner Programme

Building the capability of a new generation of strategic business partner to influence the future working of HR and OD - embracing the digital agenda.

Developed in partnership with



Aspire 2.0

Aspire is developed and delivered by a partnership of West Midlands Employers (WME) the Local Government Association (LGA) and the Chartered Institute for Personnel & Development (CIPD). Since Aspire launched in 2014 over 200 HR professionals from across the country have embarked on its initial journey to develop the business skills needed to challenge and influence organisational direction and drive culture.

Aspire 2.0 was launched in 2018 and continues to be committed to developing individuals as strategic business partners by providing a highly effective programme to meet the changing needs of the public sector. Aspire 2.0 offers modules that focus on; workforce strategies, understanding and deploying digital technologies, as well as exploring and defining the value of HR and successful business models. We continue to provide strong programme links to the CIPD "HR profession map" and aim to delve deeply into the organisational development space.

Who should apply?

HR and OD professionals working within the public sector who need to develop their skills as strategic business partners within their organisations; you will want to enhance self-awareness, build confidence, develop influential leadership skills and establish a strong profile within your organisation and with your stakeholders.

Aspire 2.0 is offered across the public sector and we invite delegates from local authorities, the NHS, Police, Fire and associated partnership organisations.

"The Aspire programme's success has been to provide people from across the public sector with the right skills and competencies to become expert business partners. We have seen participants continually increase their personal effectiveness and strategic focus as HR professionals. For me, Aspire is about the future of the HR profession and HR professionals. I am delighted to see Aspire 2.0 shift gear to help create the strategic OD capacity local government needs right now."

Naomi Cooke,
Head of Workforce, LGA

"Great news - a programme that gives up to the minute relevant CPD AND a focus on Strategic OD! Bravo Aspire 2.0"

Nigel Carruthers,
Senior Advisor, Workforce
Strategy & Policy, LGA

Aspire 2.0 Programme

Our aim is for HR and OD professionals to have a better understanding and insight into the significant issues facing the sector and their impact and related organisational pressures.

They must know their stakeholders and what it is that they need to achieve; not only from a people perspective, but in terms of grasping the business context with both hands from the 'outside in'.

Through the programme delegates will:

- Understand the difference between advocacy and inquiry, using analytical skills to grasp opportunities to be innovative, collaborate and capture learning through meaningful debate;
- Develop a more detailed awareness and understanding of the business context in which they operate, approaching the organisation with curiosity and purpose;
- Understand the personal characteristics, qualities and behaviours that enhance their influence within their organisation and as a leader within their profession;
- Gain confidence in applying organisational insight by using models that strengthen understanding and enable joint analysis, diagnosis and problem solving with stakeholders and operate effectively as an internal collaborative consultant.

#loveyourHR

The project element of the programme will focus energy on 'creating innovative tools for future HR' under the banner of #loveyourHR. The three workshop days will be facilitated action learning sessions allowing thinking space to incubate ideas and develop meaningful projects that really relate back to a specific focus area for development within the delegate's organisation with a clear business case that turn ideas into actions.

Programme Dates

Welcome & 360 Webinar	08.01.20
Induction & 360 review	13.02.20
Strategic context and challenges	11.03.20
Project Workshop Day 1	25.03.20
Digital Technologies and HR/OD	20.04.20
HRs Value through the looking glass	01.05.20
Project Workshop Day 2	20.05.20
The Organisational Dynamic	04.06.20
Workforce Strategies - doing it well	25.06.20
Project Workshop Day 3	01.07.20
Celebration Event	15.07.20

Investment

£1,925 +VAT (WME Members)
£2,300 +VAT (WME Non Members)

Location

West Midlands Combined Authority (WMCA). 16 Summer Lane, Birmingham B19 3SD.

Get in Touch

0121 569 2070
aspire@wmemployers.org.uk
www.aspirehrbp.org.uk

The Aspire 2.0 Road Map



Welcome Webinar

At least 6 weeks before induction you will be invited to join an Aspire 2.0 welcome webinar. This session will include an overview of the programme and take you through the 360 review process.

HRBP360 Review

A bespoke 360 assessment has been tailored to the Aspire Programme based around the CIPD HR map. This will help delegates understand where they are and where they need to be. Your 360 feedback should ideally be completed before induction.

Induction & 360 Review

The first of the 10 days of the Aspire 2.0 programme is induction which is a chance to get to know each other and explore the structure and content of the programme.

You will begin to reflect on the key developments identified from your HRBP 360 review and how to tailor your learning to them.

Come prepared to suggest and consider issues or ideas for the project workshops

with a focus on 'creating innovative concepts for the future of HR' - working groups will then be formed.

Module 1: Strategic context and challenges

- Understanding the HR Journey
- HR Now and Next
- Putting the 'Business' into HRBP
- Understanding the business - interview with Dr Helen Paterson, Chief Executive, Walsall MBC
- Data - the language of the business
- What makes a good HRBP
- Identifying, assessing and overcoming challenges
- Keep your finger on the pulse with the PLN learning tool
- Next steps

Module 2: Digital technologies and HR/OD

- Developing skills and social technologies in the workplace to apply to the employee lifecycle
- Connecting digital technologies and business transformation - how it benefits people strategies

- Develop an understanding of emerging digital technologies and how they can be more readily deployed in the world of work
- Blogging - your opportunity to write a blog for #loveyourhr (and win a prize!)

Module 3: HR's value through the looking glass

- What do business leaders want from HR?
- Understanding the business model in depth - including digitalisation
- Generating insight through data and evidence - the business case unpicked
- Connecting with curiosity, purpose and impact – exploring the business and the wider operational context (building on the PLN)
- Leading with integrity, consideration and challenge - being conscious and ethical leaders in a transparent world

Module 4: The Organisational Dynamic (introductory level)

- Building insight through understanding, using the CIPD strategic insight model
- Business and service needs,

objectives, barriers and competing drivers and pressures across the client group (being a player rather than supporter)

- The complexity of organisational culture and diagnosing the characteristics and consequences
- Understanding and analysing the leadership dynamics, developing ownership and accountability
- Working in an environment influenced by a small and large 'P'

Module 5: Workforce strategies - doing it well

- What is effective workforce planning? (construction and implementation with top tips)
- The changing world of work
- Succession, talent and career planning
- Creating a diverse workforce
- Evaluation of skills development in a digital climate



Enhancing your Aspire experience

Project Workshops - #loveyourHR

The project workshops provide creative space for delegates to analyse, discuss, debate and work through your chosen project topic. The project topics are designed to reflect real HR challenges in the sector and groups will explore what tools, techniques and concepts could be created to re-energise, revitalise and influence the wider HR offer. We want our people to embrace the #loveyourHR movement!

Working in groups with support from an expert facilitator and building on the topics explored in the modules, you will focus on adding value to your organisation. This is a great opportunity to design concepts/tools that have the potential to generate wider support and be developed further at a national level.

There are 3 project workshop days timed to help you explore the issues, foster ideas and review progress with your peers as you work towards your final proposal presentation. We anticipate up to an additional 5 days of your time will be required to support your 'team effort' to research and develop your idea and prepare your team's findings and recommendations for a final presentation.

Networking Masterclass and Celebration

The programme concludes with a networking masterclass. An opportunity for individuals and groups to reflect and draw upon their learning.

There will also be an opportunity for members of the Aspire cohort to showcase their success at one of our HOT networks.

Delegate Handbook

Aspire 2.0 is designed to be a challenging programme and requires a real commitment of time and hard work to secure the maximum benefit for your own personal development.

To help you navigate Aspire 2.0 you will be given a Delegate Handbook on induction day containing all the information you need to prepare for each module and workshop, with links to your essential reading and some recommended forums and 'thought leaders' to follow on social media to continue your development and understanding beyond the programme.

Remember: the greater the personal investment the greater the potential reward.

Coaching

With coaching continuing to add value to individuals and organisations across the sector, this programme introduces all delegates to this valuable experience.

The benefits of coaching are well documented but when added to a personal development programme it can offer significant added value to the individual to ensure they get the maximum benefit from the programme and their 360. It will help them translate the learning into actions they can apply within their own role and workplace. Specifically it will help people perform effectively,

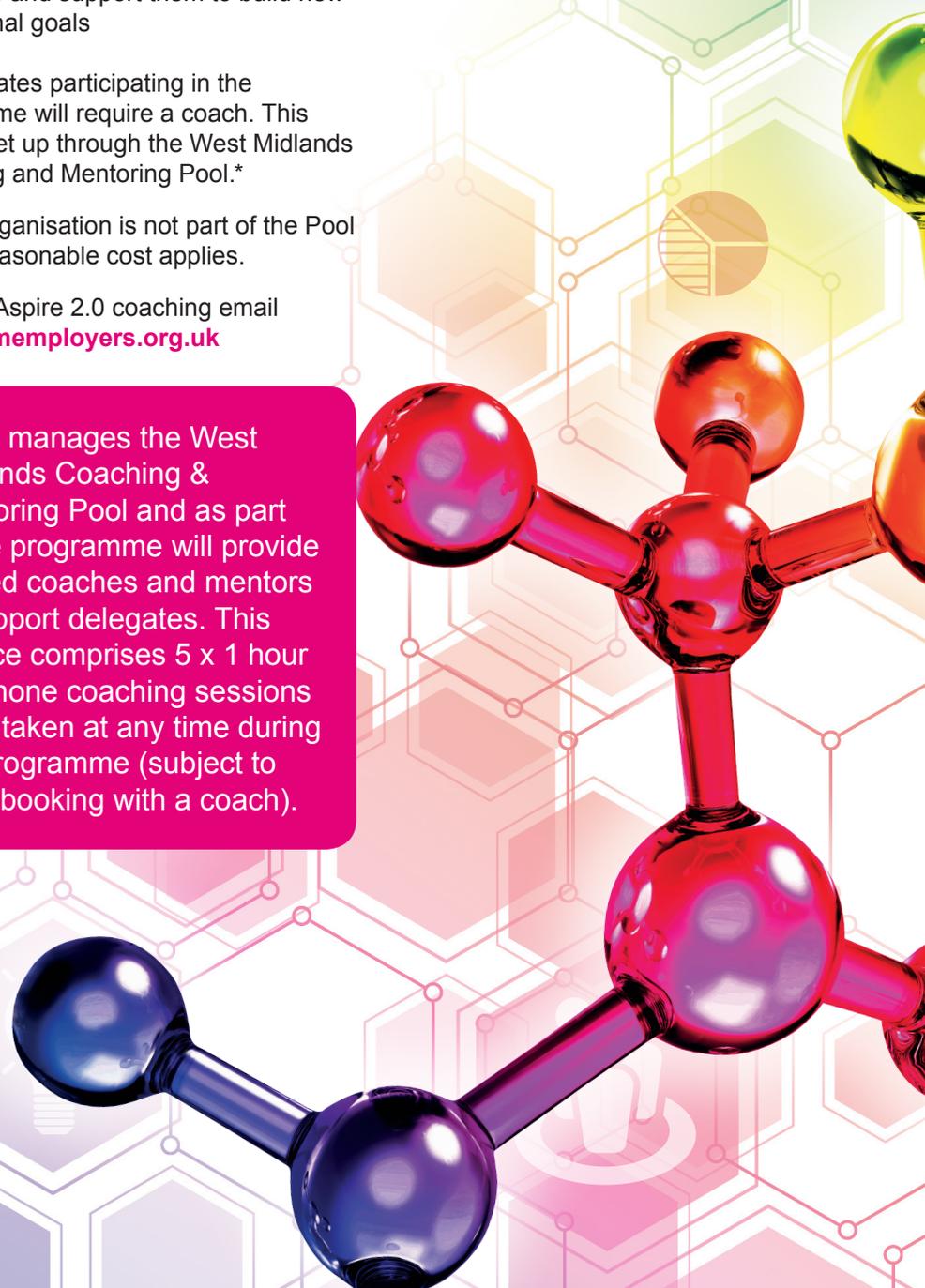
- help people perform effectively,
- empower and build confidence,
- help individuals reflect on the challenges within their own role
- enable and support them to build new personal goals

All delegates participating in the programme will require a coach. This can be set up through the West Midlands Coaching and Mentoring Pool.*

If your organisation is not part of the Pool then a reasonable cost applies.

To book Aspire 2.0 coaching email hub@wmemployers.org.uk

WME manages the West Midlands Coaching & Mentoring Pool and as part of the programme will provide trained coaches and mentors to support delegates. This service comprises 5 x 1 hour telephone coaching sessions to be taken at any time during the programme (subject to early booking with a coach).



You and your sponsor

The programme is designed to enhance your self-awareness, build confidence, hone communication skills and help you develop a strong business profile. We recommend that each delegate has a sponsor from within their organisation, ideally their manager or mentor, who will participate as a rater in the 360 review and attend the celebration day to support the delegate and help celebrate their success.

CIPD Accreditation

The completion of the programme, including delivery of a business presentation for evaluation by an expert panel will secure the CIPD Certificate of Achievement, which endorses a delegate's ability to operate at a Strategic Business Partner level ready for the next steps in their career.

Completion of the Aspire 2.0 programme and the CIPD Certificate can be used to evidence continuous professional development, especially if working towards MCIPD or FCIPD accreditation.

Applying for Aspire

Get sponsor support from within your organisation and then complete our online application form. We will confirm acceptance on to the programme to successful candidates within 5 working days.

Our closing date for this Aspire 2.0 cohort is Friday 6th December 2019

Is Aspire for you?

YES if:

- ✓ You are in a position to influence future working and the organisation dynamic
- ✓ You need to better understand the strategic needs of your business and stakeholders
- ✓ You want to effect change and build power to influence
- ✓ You want to embrace digital technologies within HR & OD
- ✓ You have an ambition to be at the frontier of new HR and OD practice

[Book your place NOW](#) >

Questions or help?

**www.aspirehrbp.org.uk
hub@wmemployers.org.uk**

