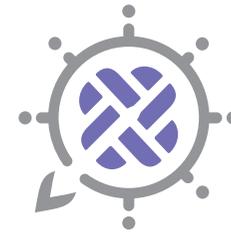


Delivered by

**SOUTH WEST COUNCILS**



# Aspire 2.0 (Cohort 5) 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 and is evolving the highly effective original programme to meet the changing needs of the public sector. In Aspire 2.0 we offer new 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 will also strengthen the programme links to the refreshed CIPD 'HR profession map' and we are aiming to delve further 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

"I'm delighted that the NWE are running another HRBP Aspire Programme with CIPD. This is the "go to programme" for HRBPs working in the public sector.

I would encourage every HR professional to take up this opportunity - if you are going to invest in your development this year make it 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 thinking space to firstly incubate ideas, develop the business case to turn ideas into actions and carry out a 'peer review' before a final presentation to an invited audience attending a Celebration Conference at the end of the programme.

## Programme Dates

Welcome & 360 Webinar	02.04.20
Induction & 360 review	22.05.20
Strategic context and challenges	25.06.20
Project Workshop Day 1	01.07.20
Digital Technologies and HR/OD	06.07.20
HRs Value through the looking glass	15.07.20
Project Workshop Day 2	23.07.20
The Organisational Dynamic	17.09.20
Workforce Strategies - doing it well	13.10.20
Project Workshop Day 3	04.11.20
Celebration Event	02.12.20

### Investment

£1,995 + VAT SWC members  
£2,295 + VAT SWC non-members

### Location

South West Councils  
Dennett House, 11 Middle Street,  
Taunton, Somerset, TA1 1SH

### Get in Touch

01823 270101  
[www.aspirehrbp.org.uk](http://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 what the future of HR work will look like and 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 **'creating innovative concepts for future HR'**. 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.

## Celebration Conference

The programme culminates with a celebration conference. Individuals and their groups can now reflect and draw upon their learning and development journey, to present an influential business case to our expert panel in a Dragon's Den style. There will be an invited

audience comprising Heads of HR & OD, delegate's sponsors, mentors and coaches, as well as past Aspire alumni to lend support and help celebrate the achievements of all Aspire 2.0 delegates.

The project and final presentation are vital components in embedding and demonstrating the learning and personal growth through the delivery of a strategic business partner proposal; it is also key to securing the CIPD Certificate of Achievement.

Delegates and guests will have a chance to toast their success and WME will award a prize for the #loveyourHR best blog from Module 2.

## 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.**

## Optional Coaching

The coaching philosophy has been developing for many years and the growing demand for coaching services from across the sector demonstrates its value to both individuals, teams and organisations.

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

This is an optional service comprising 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.

**The closing date for Aspire 2.0 Cohort 5 is Friday 20th March 2020.**

## 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](http://www.aspirehrbp.org.uk)**

