

ABP Conference 2010

Identifying and grasping
the endless possibilities
for business psychology

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Chair of the ABP

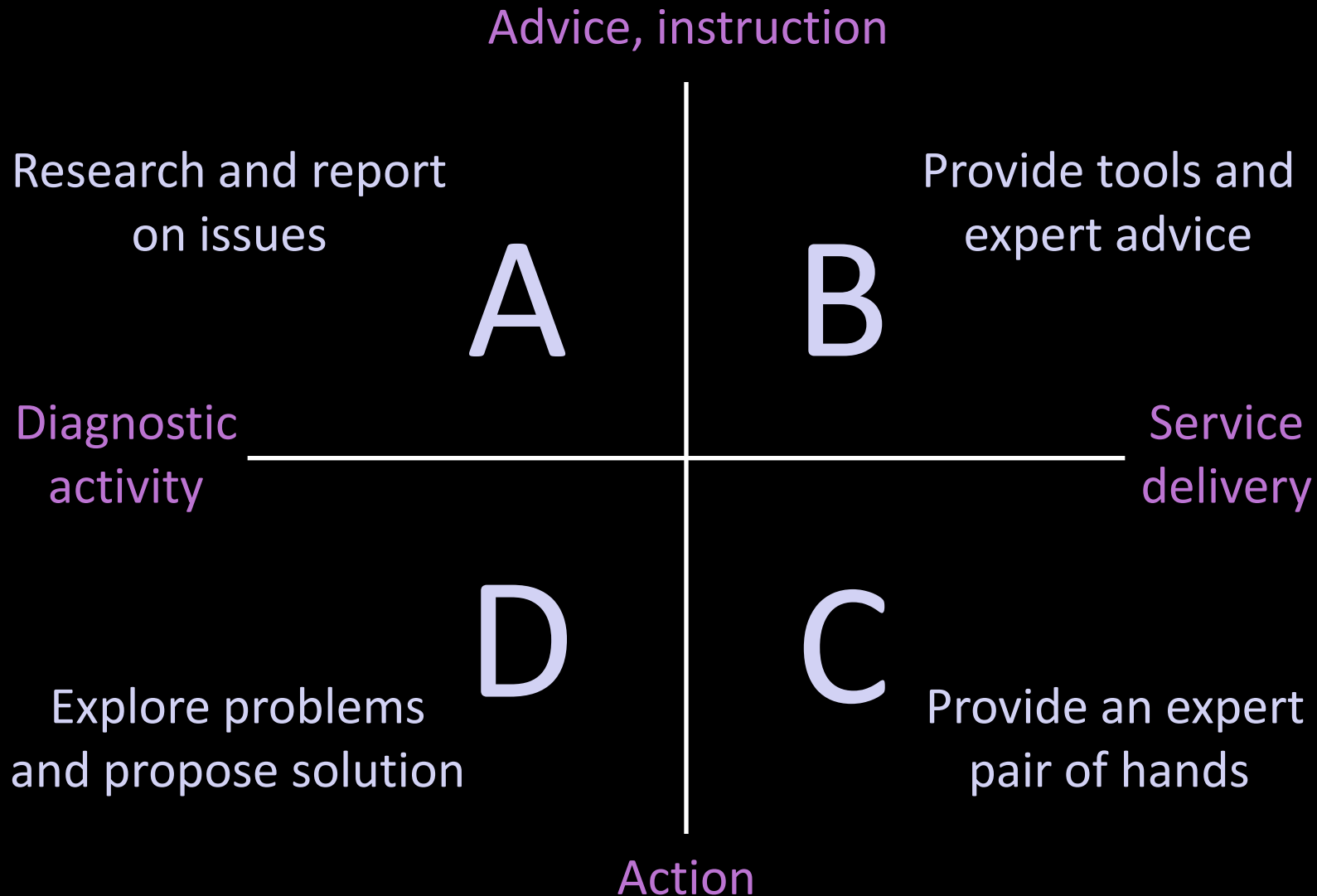
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The gauntlet



So what is it that do we do?

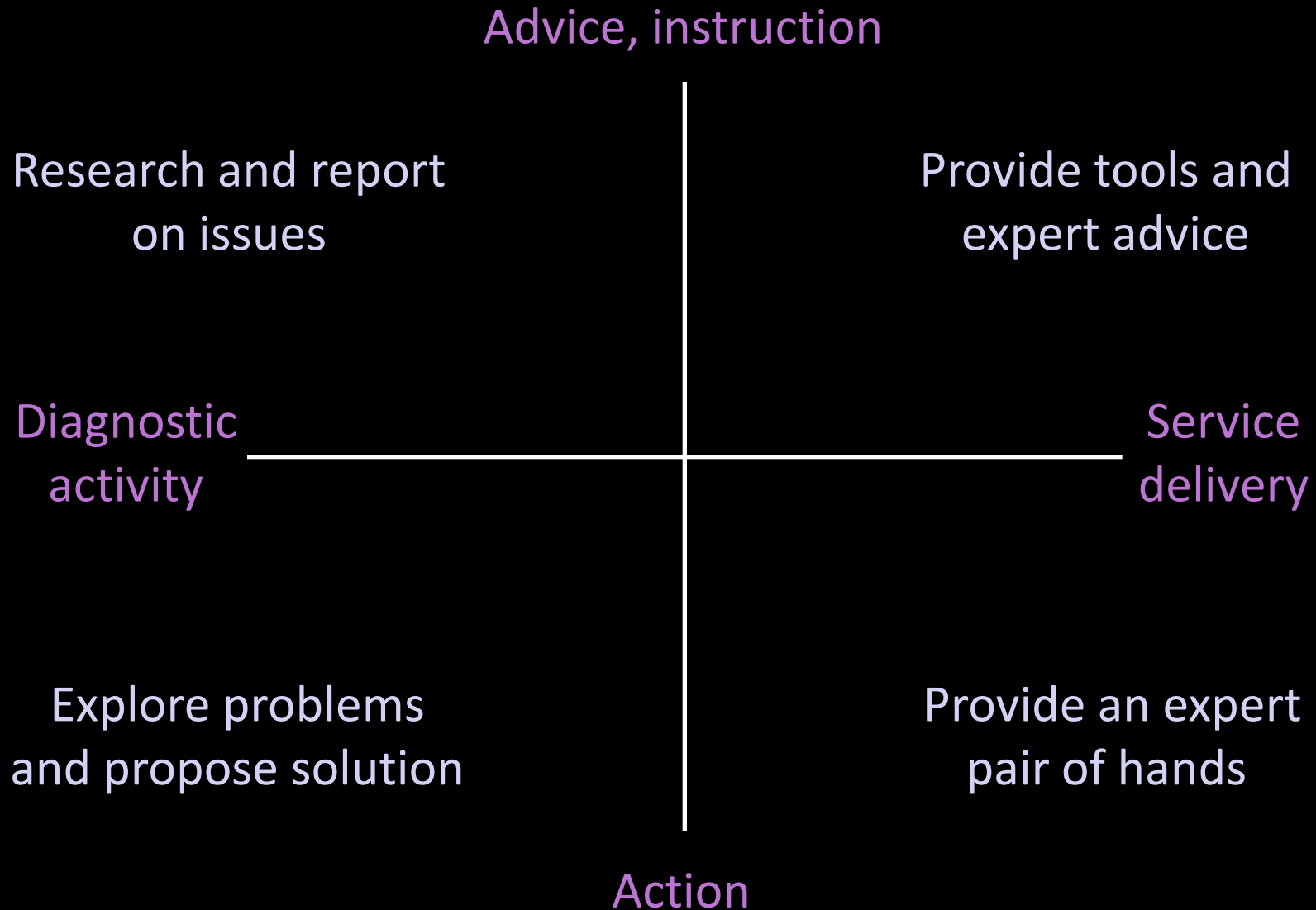


Based on Alan C. Filley (1995)

What do organisations need?

Help to achieve effective and sustainable performance for the organisation and its people

What do organisations get?



Based on Alan C. Filley (1995)

“ the trend today has been for .. consultants to go straight into the action or change.

..... work in organisational psychology lends itself too much to single disciplines.”

Solvik & Heller (2007)

... and what are we not?

We are not
The Association of Management Consultants

Nor are we
The Association of HR tools providers

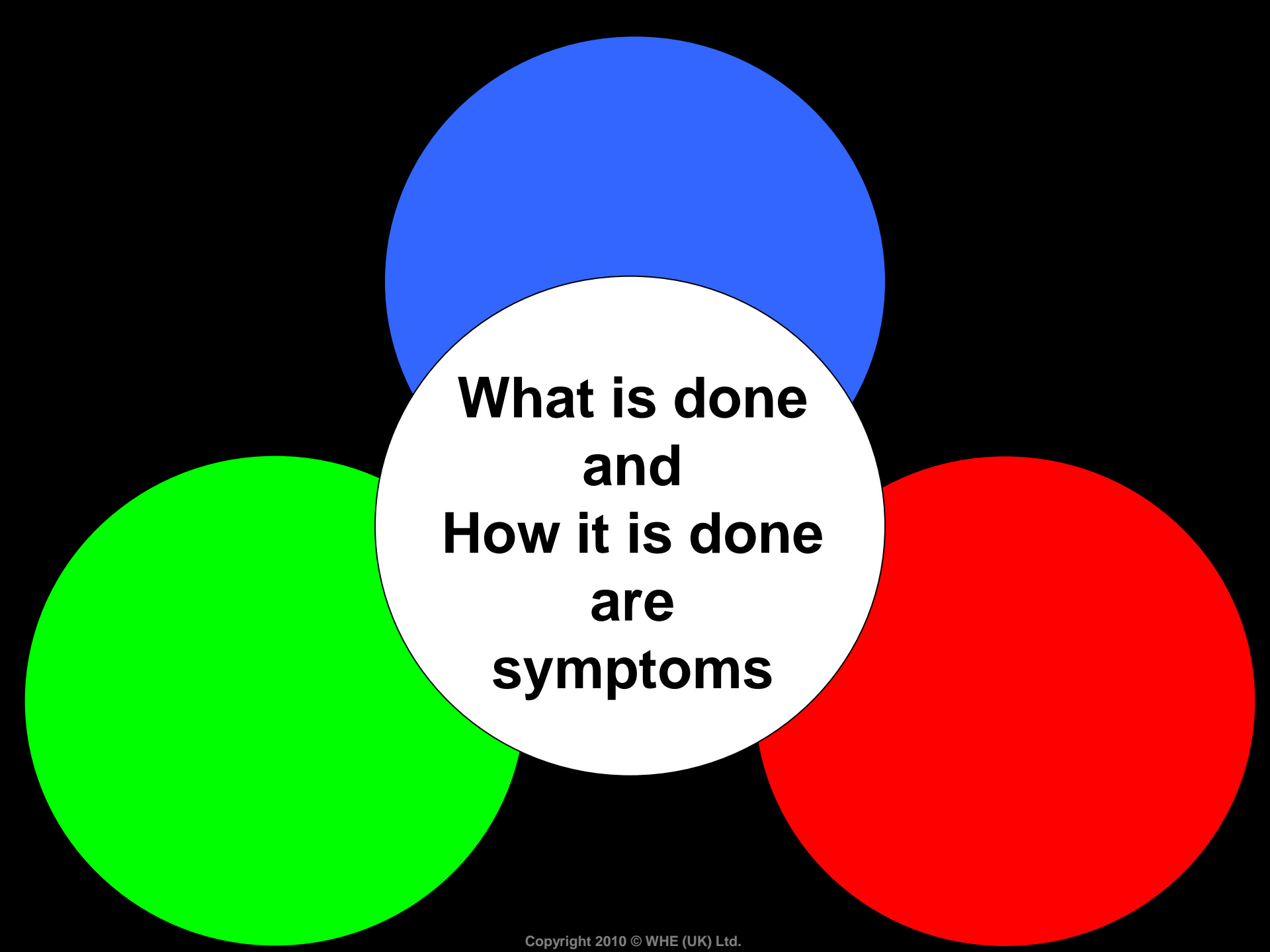
How did we get here?

Direction

**We look at
performance**

**What people do
+
How people behave**

**performance
is shaped
by
influences
from all
of these
areas**



**What is done
and
How it is done
are
symptoms**

Direction

**Professional
performance:**

Doing the right things

The right way

**Our
performance
depends
on how
well these
influences
support
each other**

Direction

**Vision
& values**

How well do
these
influences
support our
professional
future?

Conditions

**Operating
environments**

People

**Experiences
& ASKs**

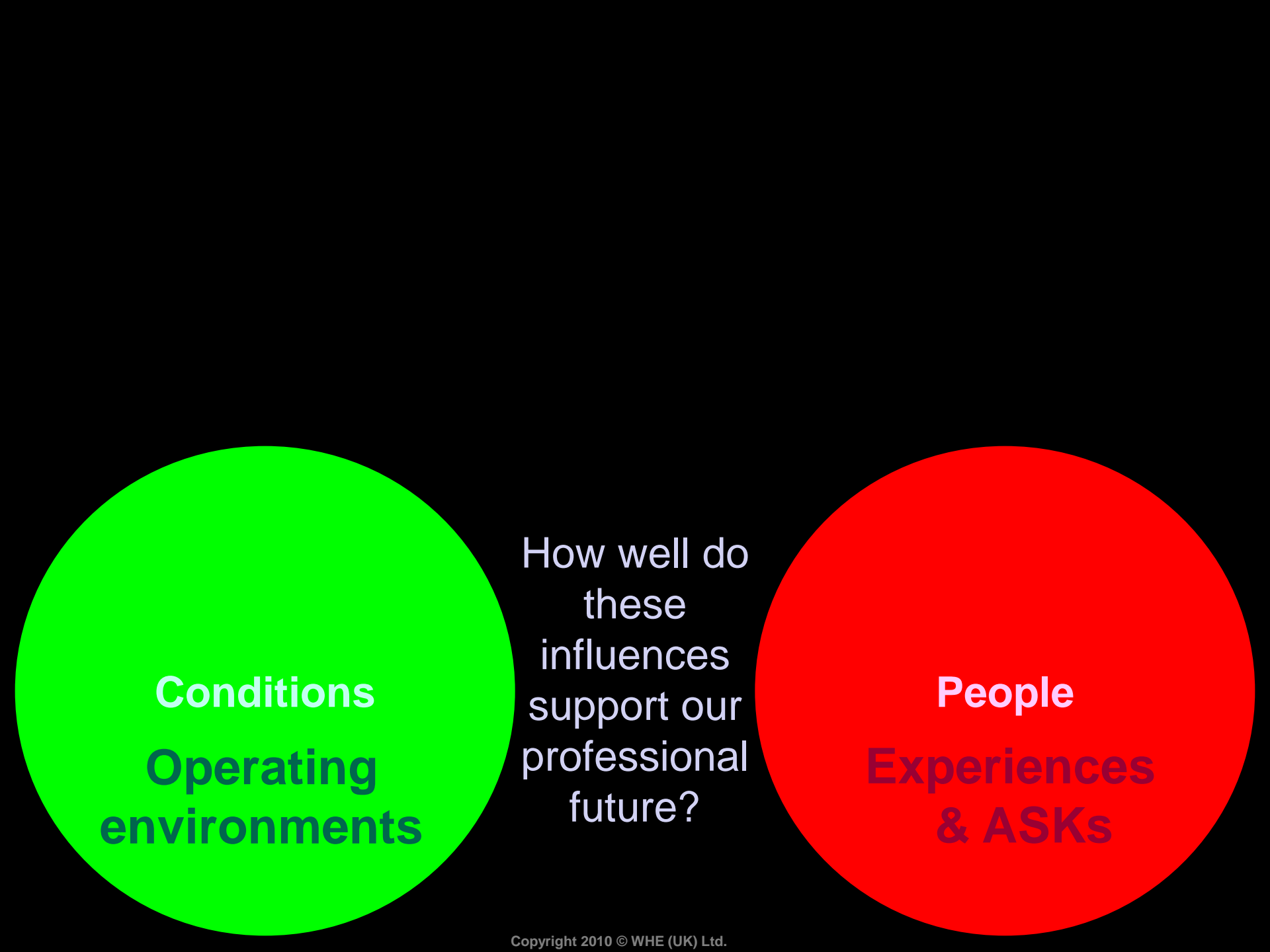
Direction

**Vision
& values**

Conditions

**Operating
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How well do
these
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Conditions
Operating
environments

How well do
these
influences
support our
professional
future?

People
Experiences
& ASKs

Direction

**Vision
& values**

Who is going
to manage
these
influences
to support
our future?

Conditions

**Operating
environments**

People

**Experiences
& ASKs**

We need to:

develop and use our community

promote diagnosis before offering solutions

deal with causes *as well as* symptoms

be major players the world of work

change the way and level at which we work

The purpose of the ABP

To champion the use of psychology to achieve effective and sustainable performance for organisations and people at work

Seven challenges to achieve our purpose

- a) Raising awareness of business psychology
- b) Providing thought leadership
- c) Promoting a 'whole systems', evidence-based and business-led approach
- d) Sharing knowledge and networking
- e) Engaging with key individuals, entities and legislation that may affect work and organisations
- f) Supporting the development of business psychologists
- g) Requiring professional and ethical standards from our members

Part two (a)

- Into groups
- Handouts - Focus on the top four challenges
- Rank the measures for each (record the ranking)
- If you have time look at the remaining challenges and rank the measures

Part two (b)

- tomorrow - Not The AGM

Raising awareness of business psychology

In 18 months our measures of success for this could include.....

- a) Levels of inbound interest, e.g. enquiries, web hits, calls from the biz community etc
- b) Using a strategy to assess and manage the awareness of defined stakeholder groups (incl. Government, Key professionals, marketing and consumer professionals, managers, press)
- c) The number of mentions of psychology in press reports on the big issues in business
- d) The number and frequency of requests for representation by the ABP at key business events

Providing thought leadership

In 18 months our measures of success for this could include.....

- a) The ABP influencing two/three predefined areas
- b) Having working relationships with the academic/business world
- c) The ABP recognised for a new way of thinking about a business performance issue
- d) Successes in publicising innovative work by ABP members
- e) The ABP associated with two publicly recognised thought leaders (initially at least one psychologist)

Promoting a whole systems, evidence-based and business-led approach

In 18 months our measures of success for this could include.....

- a) Compare approaches used by members – now and in 18 months (collect examples)
- b) Presentations of related articles at conference and in newsletter
- c) Media coverage linking Business Psychology to this approach
- d) The number of academic courses that deal with this approach
- e) The frequency with which we use this approach internally, e.g. use by the ABP board and sub-groups

Sharing knowledge and networking

In 18 months our measures of success for this could include.....

- a) How well we are delivering what members want
- b) Attendance at events and types of content (incl. Conference)
- c) Members' use of Linked-In and ABP website
- d) Publication track record/downloads (e.g. from ABP)
- e) Member generated events/articles/publications
- f) List of members' publications on the ABP website

Engaging with key individuals, entities and legislation that may affect work and organisations

In 18 months our measures of success for this could include.....

- a) Number and types of people/organisations we engage with
- b) Changes we make to mismatches between how the people we want to engage with see us and how we address their needs
- c) Number and types of partnerships we have which provide a common voice
- d) Members' views of specific opinions the ABP has shared with key people/bodies
- e) Contributions to key business initiatives outside the ABP
- f) Clear definitions of who/what we want to engage with
- g) A group of named ABP ambassadors

Supporting the development of business psychologists

In 18 months our measures of success for this could include.....

- a) Processes in place for sharing experiences, coaching, mentoring etc (through ABP members and employers of Business Psychologists)
- b) Rationalisation of accreditation arrangements for business psychology courses – be ready to take accreditation forward
- c) Have an outline for a programme of modules for developing practitioners

Requiring professional and ethical standards from our members

In 18 months our measures of success for this could include.....

- a) Have a specification of practitioner standards, e.g. levels of practice and areas of practice (this could provide for self assessed practitioner profiles, CPD planning etc)
- b) Levels of members' awareness of the ABP code of conduct and disciplinary process

Part two (b)

- Not The AGM tomorrow will provide an opportunity to discuss and add your thoughts to this work
- Not The AGM will also be an opportunity to help get more involved in taking this work forward
- How are we going to do this – who wants to help make it happen?

“.... the world is increasingly full of more and more people getting better and better at doing less and less.

Soon, someone will emerge who will be absolutely brilliant at doing nothing at all

Kenneth Williams