

WELCOME

From the Chair, Ben Williams

Welcome to our April newsletter.

It has been great to see that following last month's necessary decision to move all our events online, we have still been able to provide members with a fantastic and engaging programme. It has also been heartening to see the response from members who have fully engaged and embraced this new virtual format.



The ABP Virtual tea series has been a particular success, with more planned over the coming weeks so read on for further details and also don't forget to check out our latest podcasts, which includes a fascinating interview with Bruce Daisley, author of Sunday Times bestselling book 'The Joy of Work' and host of the number 1 European business podcast 'Eat, Sleep, Work, Repeat.'

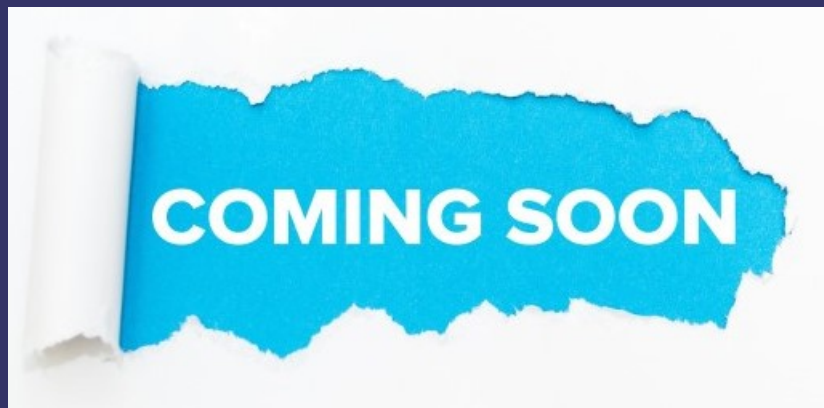
The annual conference is the highlight of the ABP calendar and I am pleased to say that thanks to the hard work of our events team and in spite of the current uncertainty, we do not have to cancel, but instead will be changing to a virtual format this year. As this is a first for ABP, we would appreciate any reflections you have about similar events you have attended: what worked well, what worked less well.

This month's newsletter is also one of celebration, as the Manchester Metropolitan University – BA Business Psychology, becomes the latest addition to the Society's accreditation scheme. We are looking forward to supporting the university in

delivering a programme of study, education, and training of the highest possible standards. Congratulations also go to Human Factors Specialist and Business Psychologist [Shona Watson](#), who was the lucky winner of the Amazon gift card for the ABP Social Media Survey.

Finally, we understand that these continue to be uncertain and often unsettling times and so urge members to keep in touch and drop us an email at admin@theabp.org.uk to find out the range of support that ABP can give you as a membership body.

Thanks,
Ben



ABP Conference 2020

We have great themes and content lined up for our 2020 conference, but due to the risks of the ongoing lockdown and uncertainty around when it will end, we have taken the decision to host it virtually as the health of our members and staff must come first.

As always, the ABP is committed to delivering the value and service you expect of us. We have great plans regarding how to deliver content with the quality that you have come to expect of us, while ensuring we keep crucial aspects such as networking and engaging with our speakers through the use of digital tools. Delivering an online conference will also provide members with the ideal opportunity to interact with many members that have not been able to attend before.

We are currently assessing the most convenient and useful platform, and as always, we are open to any recommendations regarding any you may have previously experienced.

**Manchester Metropolitan University Receives
Accreditation from ABP**

We are pleased to announce that Manchester Metropolitan University – BA Business Psychology is the latest addition to our ABP Accreditation Scheme. The ABP was set up with the sole purpose of championing business psychology by creating an inclusive environment and a home for those with an interest in business psychology. As part of those objectives we provide a robust accreditation and revalidation process for educational programmes that train and develop students and lifelong learners in the field.

'We are delighted that our BA Business Psychology received Accreditation from the Association for Business Psychology (ABP) on 23/03/2020. Being ABP accredited means that our degree has adequate resources and expertise to support student learning and reassures employers that our graduates have obtained the requisite skills, underpinning subject knowledge and abilities to perform in the workplace. Our students will benefit from free membership of the APB for the first year of their degree, engage in the ABP annual student conference and enjoy all the ABP North-West monthly events for free, which are hosted at the Manchester Met Business School.

We will be working with the ABP as partners to develop our students and to provide them with training and development that is aimed at meeting the professional development needs of the business psychology community.'

Manchester Metropolitan University.

For more information on accreditation please email: admin@theabp.org.uk

For further information on the Manchester Metropolitan University - BA Business Psychology [click here](#).

ABP Virtual Afternoon Tea Sessions



The ABP has long discussed the idea of facilitating online meetings, and the strange times in which we are now living have helped to push this agenda item to the fore! We would like to facilitate the ABP community to come together and support each other and are proposing you block out an hour on each Friday at 2.30pm to join us with a cup of tea (or coffee!)

1st May - ABP Virtual Afternoon Tea Break with Stewart Desson - 'How to Use Zoom'

To register your place, [click here](#) - only 10 tickets left!

8th May - ABP Virtual Afternoon Tea Break with Dr Stephen Reicher

To register your place, [click here](#) - only 15 tickets left!

We'd also like to take this opportunity to ask you for your thoughts on what sort of topics you'd like us to discuss and as well as ideas for what you think the ABP could do to support and help members for the foreseeable future. Please email lucy.standing@theabp.org.uk your suggestions. Naturally, it will be completely free to ABP members to attend.

Virtual Speaker Events



6th May - Virtual Speaker Event with Rachael Lewis Director of Envision

This virtual speaker event will be led by Director of Envision Rachael Lewis, who will be discussing the application and necessity of a strengths-based approach to develop hospice leaders. The Commission into the Future of Hospice Care identified strengthening hospice leadership as one of five key steps needed to ensure that hospices become fit for the future.

During the presentation Rachael will detail the need for major investment at local and national levels to strengthen strategic leadership within the hospice sector, whilst also discussing her work with 'The End of Life Partnership' which supports hospice leaders to develop the skills and strategic insights needed to respond effectively to the many opportunities and challenges involved in modern hospice leadership.

Rachael has developed an Experiential Learning approach which is so highly regarded that she won an award at October's ABP conference for her work. What is exciting about this work is that its approach can be applied to almost any leadership situation and she will share aspects of the programme with members on the webinar. Having established Envision in 2000, Rachael is passionate about bringing out the best in people at work and helping them to bring out the best in their teams. Her mission is to develop leaders who can make a real difference to their organisations.

The presentation is expected to last 45 minutes, followed by approximately 20 minutes of Q&A.

To register your place, [click here](#). Once you have registered your attendance online, you will receive a confirmation of your booking from our administration team. Limited tickets available!

19th May - Virtual Speaker Event - Applying Behavioural Science for Business Success with Richard Chataway

Our experiences over the last 15 years have shown that success in business is determined by how strategy moulds and at the same time adapts to behaviour. The pace of change has forced us to learn more about the how, the why and the when we behave as we do. This has sparked the growth of behavioural science as a discipline and this session will explore how behavioural science has revolutionised our understanding of how people really think (or don't) – and how we can use those insights in our businesses to influence behaviour and gain competitive advantage. This has a massive impact on how we as Business Psychologists need to develop our relationship with clients and indeed the wider public.

A board member of the ABP, Richard Chataway is Vice President of the BVA Nudge Unit, a global consultancy specialising in behavioural change. As a result, Richard has experience in everything from getting people to join the armed forces, drink spirits rather than wine, and buy flatpack furniture – to developing the world's most successful stop-smoking app.

Richard will be making available copies of his book: *The Behaviour Business: Applying Behavioural Science for Business Success*.

To register your place at this event, [click here](#).



March Speaker Event Report - Applying Behavioural Insights to Public Policy

So much of the implementation of Public Policy is about influencing appropriate behaviour, argued Felicity Algate of the Behavioural Insights Team (BIT) in a thought-provoking presentation at our March speaker event, about how public policy initiatives can be made to work.

BIT was formed in 2010 and was initially part of the Cabinet Office which was advised that people could be helped to make choices that improve their lives in

Society. It now operates as a Social Purpose Organisation, owned by Cabinet Office, Nesta and its employees. Its mission is to apply behavioural insights to inform policy, improve public services and deliver positive results for people and communities.

The premise is that choice is based on Kahnemann's Human Cognition Theory that the brain operates on two systems; System 1 (Fast and System 2 (Slow). Public Policy does not immediately trigger "Instinct" or "Survival" and inevitably slots into System 2. It therefore follows that Behaviour Change is always going to be a challenge for policy makers. The good news for public policy makers is that the two systems do not operate to mutual exclusion. Behavioural Insights is therefore about how initiatives can tap into System 1.

During the event Felicity gave a valuable insight into a number of areas where BIT have investigated opportunities for improvement, and the approaches which have been taken to establish what works.

To view the full event report, [click here](#).

To view the slide deck from this event, [click here](#).

Podcasts



Episode 10 - Dr Zara Whysall and Carina Derrick, Managing Change in the Workplace Podcast

In this episode Dr Zara Whysall and Carina Derrick from Kiddy and Partners share insights on how to create behaviour change amongst business leaders, recognising context, mindset, and skillset – building on their great talk at the 2019 ABP Conference. How can we help

Episode 11 - An Interview with Bruce Daisley, Author of 'The Joy of Work' and Host of the 'Eat, Sleep, Work, Repeat' Podcast

This episode of POW, the Psychology of Work podcast, is a fascinating interview with Bruce Daisley, author of Sunday Times bestselling book 'The Joy of Work' (published as 'Eat, Sleep, Work, Repeat' in the USA) and host of the number 1 European business podcast 'Eat, Sleep, Work, Repeat'. At

facilitate change when that pace of change is increasing, particularly at times of crisis? How can we make training “stick”, so that behaviours change as a result? They explain how learning programs need to think about the ‘last mile’ and apply behavioural science and ‘nudges’ to translate good intentions into action – and the practical barriers to doing this in the workplace. This episode will benefit anyone who wants to ensure leadership development interventions translate into lasting behaviour change at work.

To listen to this podcast, [click here](#).

the time of interview (October 2019), Daisley was the VP of Twitter for Europe, the Middle East and Africa, and we spoke to him ahead of his brilliant keynote at the ABP Conference. He explains the epidemic of burnout at work, with reference to his own experiences at Twitter, and the concepts of ‘recharge, sync, and buzz’. He also discusses why psychology – and social connection – is so critical at work, the challenges this presents to remote working, and why it is so damaging to send weekend emails. This insightful, informative, and highly relevant episode covers many critical issues now being faced by businesses during the current COVID-19 pandemic, as well as longer term.

To listen to this podcast, [click here](#).



Forthcoming Training Opportunities

Our Training Team has been working hard to find opportunities for you to work on your development and find routes to support your practice in these coming months and will be offering the following workshops in May and June.

7th May 2020 (+ 4 more dates until 18th June 2020) - Designing and Delivering Successful Webinars

From 12:00-13:00 GMT

This series will offer you an opportunity to explore the most recent instructional design theories applied to webinars, as well as acquire fundamental skills to design, deliver and promote successful webinars. You will first learn the basics, then you will have approximately one month to develop your own webinar before you attend the last two sessions, that will help you to promote and deliver content!

The course will be delivered by Sukhvinder Pabial (challengingfrontiers.com) and Gabriele Galassi (www.thebpn.co.uk)

[Click here](#) to register and find out more about the workshop.

15th May 2020 - Remote Selling Skills: Learn how to Prospect and Pitch Remotely

From 12:30-14:00 GMT

This course focuses on the two critical steps in the sales process of Prospecting and Pitching and is designed to respond to the support required by anyone who needs or wants to sell their products and/or services remotely. You will learn simple skills and techniques based on a combination of evidence-based research and practice that you can start applying immediately. Participants will also find out where to access further sales training and development opportunities.

This course is run by Huma Khan, Founder of SalesPsych Ltd who specialises in helping salespeople build the Psychological and Functional strengths they need to deliver sustainable sales growth and lead fulfilling careers.

[Click here](#) to register and find out more about the workshop.

4th June 2020 - Enabling, Experiencing & Engaging Change; linking cognition, behaviour change and the bottom line **From 12:00-13:00 GMT**

This webinar explores vulnerability and its link to organisational advancement, through increased trust, engagement, belonging and inclusion. Such respective changes foster greater productivity and innovation, resilience, and adaptability, all of which enable high performance within teams. This workshop is delivered by The Hive.

[Click here](#) to register and find out more about the workshop.

ABP Jobs Board



The ABP Jobs Board reaches a wide audience of business psychology professionals and students. Each posting will stay on our website for up to 8 weeks, will be included in our monthly member newsletter and will be posted on our Twitter feed.

To post your vacancy to the ABP Jobs Board please email a WORD document and a logo file to jobs.board@theabp.org.uk. Once payment is made, your listing will be posted and will stay live for 8 weeks unless otherwise instructed.

Fees for each jobs posting:

Corporate Members: Free
Individual Members: £149 + VAT
Non Members: £395 + VAT

For more information or any questions please contact jobs.board@theabp.org.uk
or phone our support team.

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Peershaws, Berewyk Hall Court, White Colne, CO6 2QB - Company Number: 01253826