



ABP Newsletter August 2019



# WELCOME

From the Chair, Ben Williams

Welcome to our August newsletter. The forthcoming month is filled with a variety of exciting news and events, a much needed boost I imagine as we say goodbye to the 'sometimes' hot summer and begin heading towards the Autumn.



At the end of August, our Early Bird prices for our October conference end. The Early Bird rates truly represent top savings off our conference and we would encourage as many of you as possible to book for The Big Nudge 10-11 October at the Holiday Inn, Regent's Park, as soon as possible.

I am particularly looking forward to the start of our new Practical People Assessment Webinar series, on the 3rd September. This has been a very personal project, as its creation is inspired by my experience in the first 6 weeks of my career, where we covered a different topic every week relating to assessing people at work. The series covers the basics for those starting out and also the cutting-edge for those with a little more experience.

We are very grateful to the University of Westminster, who will be hosting our September speaker event 'Culture Shift: using Business Psychology to underpin Strategy Delivery.' The speaker for the evening will be the eminent Kirsty Bashforth: CEO of Quayfive Ltd, ABP Awards judge and Author of "Culture Shift – A Practical Guide to Managing Organisational Culture."

Have a great month.

Ben



## Conference News

There is still time to purchase your early bird conference ticket, please book your place and don't miss out on this amazing discount

[BOOK HERE](#)



## POW Podcast - New episode available now

In this new episode of POW, the Psychology of Work Podcast, we preview this year's ABP conference on 10th and 11th October. The theme of this year's conference is 'The Big Nudge: Behavioural Economics meets Business Psychology', and features exclusive interviews with three people at the forefront of applying behavioural economics/science in business, who are speaking at this year's conference - Kate Waters, Rory Sutherland & Kate Glazebrook.

Listen to the podcast [here](#).

## Jobs Board

An advertisement on the ABP jobs board will enable you to connect with candidates that best represent the qualities of your business. From September 1st we are introducing a fee to post a job on our Jobs Board, with preferential rates for members.

Charges for posting and advertisement are:

- Corporate members - free
- Individual members - £149
- Non Members - £395

For more information and to post a job click [here](#).

**Upcoming ABP Certificate in Practical People Assessment:**

## A chat with the trainer

Our popular webinar series teaching practical assessment skills starts on September 3rd. This programme is perfect for students and early career practitioners who wish to make the leap from academic theory to actual practice. More experienced practitioners who wish to 'round out' their knowledge will also benefit. ABP members pay just £45 per session or £315 for all eight sessions. Check out the details and sign up [here](#).

In anticipation of this event, Gabriele Galassi, Board Member and Head of Training for the ABP sat down with chair Ben Williams, founder of STEN10, to discuss the practical people assessment course that he has designed for business practitioners. The series of one-hour webinars covers the basics for those just starting out and also the cutting-edge for those with a little more experience.

When asked in his experience what common mistakes people make when selecting and assessing people Ben replied: 'The main mistake is allowing a week 'chink' in an otherwise sound assessment process to appear. For example, spend a lot of time and resource designing a fantastic assessment centre, but then only provide assessors with an hour's webinars briefing. Or devise a set of clear, measurable competencies but then insist on two short of a time frame to assess them in.'

For the full interview click [here](#).



### Research to Practice: Winners' Showcase

On the 23rd September we will be running a 2 part series of webinars. Building on the model of 'knowledge transfer and exchange' (KTE), the 2 webinars will go back to basics and help address some of the dilemmas faced by practitioners when interpreting evidence and applying it in real-world organisational settings.



### September Speaker Event

On Tuesday 17th September the University of Westminster will throw open its doors and play host to the ABP and Kirsty Bashforth, CEO of Quayfive Ltd. Kirsty will be

Accompanied by champions in the field of evidence-based practice management, you will get to hear from two of our students award winners showcasing excellence in their academic work.

Each webinar will consist of two speakers, a student award winner and a guest speaker from the EBP domain. Bookings and registration details will be available from 10th September.

For further details please contact [admin@theabp.org.uk](mailto:admin@theabp.org.uk)

discussing how to incorporate culture shifts into strategy, how to introduce the vision and the micro steps needed to implement it. Using her extensive experience, Kirsty will also outline how to recognise the culture you have today, explore the culture you need and how to communicate those expectations.

For tickets and further information click [here](#).

## Current Vacancies

The ABP website carries the latest in Business Psychology vacancies [here](#). Please contact us if you wish to advertise a job.

## Any Further Queries

If you have further queries, please email the administration team [admin@theabp.org.uk](mailto:admin@theabp.org.uk) Or visit our website [here](#).

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