



ABP Newsletter  
February 2020



# WELCOME

From the Chair, Ben Williams

Welcome all to our February newsletter!

As always February has passed us by in the blink of an eye, but it brings us ever closer to the biggest event of the year, the ABP Annual Conference, which is now just a matter of months away. With this year marking the conference's 20th anniversary, we are calling on our members and followers to help us make it our best conference yet, by asking you to vote on the Business Psychology topics that you want to see covered. If you are thinking about sponsoring this year's event then I urge you not to hang around, as we have already had a lot of interest and spaces sell out fast.



I would like to extend a warm welcome to our newest corporate members. Our corporate membership team have been working particularly hard to devise a fantastic programme of activities for 2020, including 3 major events that will not leave you disappointed. With social media an ever-increasing presence in our everyday lives, we would like to ask our members and followers to complete a short survey to help us understand your social media habits. It will only take 2 or 3

minutes, but the results will be invaluable in informing us how and where we share content and the best way to engage with you in the future.

Finally, I would like to express my gratitude to Eversheds Sutherland for the warm welcome that they gave us at the Manchester presentation and also to the University of Westminster for kindly hosting our first event of 2020: 'How is Artificial Intelligence rapidly changing the Future of Work?' It was a thoroughly enjoyable evening during which Devyani Vaishampayan provided us with a fascinating overview of the impact of AI and digital in the workplace.

Have a great month.

Thanks,

Ben

## 2020 Hot Topics

At our latest ABP Board Strategy day in January, the board came together to discuss the hot topics facing Business Psychologists that ABP should have a voice on for 2020. After much discussion, we have narrowed it down to our top five which will form the backbone for many events, articles and communications over the coming 12 months:

1. Brexit - Now that Brexit is confirmed, we would like to have a voice on the related issues this brings; such as dealing with uncertainty (there is a long road ahead), change management, managing in an economic downturn, issues of Nationalism and critical thinking skills (determining fact from fiction).
2. Tech/Digital - This continues to drive the agenda for many firms so we should have a voice on such topics as A.I., cyber psychology, HR analytics, automation, collaboration in virtual environments and the ethics related to all of the above.
3. Psychology of Start-Ups - With a growing proportion of the workforce choosing to start their own business, topics such as culture and leadership within start-ups will be relevant; as well as how they may deal with their particular changes e.g. the psychology of fundraising or exiting a business.
4. Wellbeing - Mental health awareness is a hot topic; how do we help people to build and maintain mental wellbeing at work?
5. Neurodiversity - How can neurodiverse individuals be supported to bring the most benefit to the organisations they work for?

If you regard yourself as an expert on any of these topics, then please email Maria Gardner and she will direct you to the appropriate person:  
[maria.gardner@theabp.org.uk](mailto:maria.gardner@theabp.org.uk)



## Callout for submissions: abpNexGen

Great News! Our student blog pilot is now LIVE and we are really excited to hear from any upcoming Business Psychologists who would like to contribute. If you're new to the field, #abpNexGen is the perfect place for you to showcase your own insights, talents and thoughts. If you have some compelling content, we'd love to hear from you. For submission details [click here](#) or contact [admin@theabp.org.uk](mailto:admin@theabp.org.uk).

## Welcome to our corporate members



We would like to thank all the corporate members who have been involved with the ABP along our journey and welcome those that have recently joined the ranks, for what promises to be a very exciting 2020.

This year we will be making sure that our corporate members are far more connected by including them in CM networking events and ensuring that they have access to enhanced opportunities via their membership. We aim to be more transparent in 2020, which means increasing the number of CM events, market specific and tailored benefits, and making sure our corporate members all have full access to the latest ABP offers. We will also be hosting 3 major events for our corporate members this year and a fun filled Christmas event at the end of the year.

Look out for all the details and event invitations being advertised on the website and social media platforms - with limited free tickets available and some great topics to be covered, do not miss out.

### **Benefits for all corporate members**

A Corporate Membership offers a substantial discount on Professional Business Psychology Certification.

The ABP Business Psychology Certification provides a route for ABP members to achieve 'Business Psychologist' status by evidencing their experience, expertise, competencies and skill across core psychology and business areas.

A capped & reduced fee from £2450 (for general members) to only £1950 per person for corporate members (Save: £500 per person).

**Find out more about ABP Corporate membership online or from our team who can send you sign up forms upon request.**

\*Please also make sure your membership is up to date and that all the corporate members included in your package are included for our mailing list, communications and benefits.



## **Eversheds Sutherland Event - Manchester Event Summary**

Following on from a similar event in January 2019, the ABP and Engage4Success collaborated in promoting a highly successful and well attended event supported by Eversheds Sutherland Solicitors in January. The event consisted of four presentations with the theme: 'Resilience and Wellbeing, making your organisations fit for purpose'. Lee Ashwood, Principal Associate of Eversheds Sutherland introduced the event and set the scene by exploring some of the legal issues around resilience and Wellbeing, before linking his presentation to his

experience as a solicitor advising clients on employment law issues including disability. Janice McNamara, a vastly experienced trainer and coach then followed with a powerful presentation that drew into stark relief, how vulnerable we can be in different ways at work and gave us an insightful lesson on how to help ourselves towards being more resilient in a stressful environment. The evening also saw Sarah-Jane Lennie, ex-Police Detective Inspector, mental health supremo, lecturer and researcher at Manchester University, give attendees an incisive, heart-warming and uplifting presentation on how mental health can affect any of us. Through the lens of the police force she showed how it can be magnified several times to the point of trauma and then to PTSD when an organisational culture bases itself on denial with the result of, in some cases, individual devastation.

ABP Should like to thank Eversheds Sutherland for extending such a warm welcome and providing us with excellent refreshments.

For the full event summary as written by Richard Taylor [click here.](#)

## How is Artificial Intelligence rapidly changing the Future of Work? - London Event Summary

We were extremely privileged to be able to welcome Devyani Vaishampayan, Managing Partner of HR Tech Partnership, to open the programme of events for 2020 with her session titled: 'How is Artificial Intelligence rapidly changing the Future of Work?' While there is a great deal of material about the digital revolution and Artificial Intelligence, during the event Devyani provided a comprehensive overview of the impact of AI and digital on the workplace, whilst also highlighting areas of development where, as Business Psychologists we need to have more awareness. Her presentation covered a wide range of topics, including: Why is the future of work assuming such a huge increase in level of importance and how is the world of digital impacting the workplace?

We would like to extend our gratitude to the University of Westminster for hosting the event.

For the full event summary as written by Richard Taylor [click here.](#)



**ABP Social  
Media Usage**



## Survey

We would really appreciate it if you would take part in our ABP Social Media Usage survey. It is a short survey that should only take 2-3 minutes to complete. The aim of the questions is to understand better the social media habits of our ABP members and followers and over time we would like to use the insights from the survey to inform how and where we share content, and how we engage with you.

**[Take the survey here.](#)**



## What (or more interestingly who) convinces people to become ABP members?

The questions on our application form are designed to help us get to know you better, so that we can make sure that you get the full benefit from your membership. The question: 'How did you hear of the Association for Business Psychology?' always throws up some interesting results so we decided to run a report on the answers, and it came up with the following:

- 115 - Join through word of mouth
- 26 - Find us on Google and join
- 26 - Were previous members and re-establishing their membership
- 14 - Attended our speaker events and liked what they experienced
- 7 - Attended one of the Universities we accredit
- 6 - Found us on LinkedIn
- 4 - Attended a training course

## Podcast Episode 9:

## Say your piece about the themes for this year's ABP Annual Conference

This year marks the 20th Anniversary of the ABP Annual Conference, and we're counting on you to make it our best



The latest episode of POW, the psychology of work podcast, looks at the issue of social mobility in the labour force, focusing on the question's organisations need to consider regarding recruitment, retention and promotion of the best talent in their business. Neil Morrison, HR Director at Severn Trent, talks about the steps they have taken as an organisation to support social mobility, with the support of their workforce and their leadership teams. He addresses some difficult issues, putting the business case forward to encourage other organisations to follow suit as leaders in encouraging social mobility. In this interview, Neil Morrison explores some of the themes he covered in his brilliant talk at the 2019 ABP conference. You can read more in our featured article on social mobility [here](#) and listen to the podcast [here](#).

conference yet! Not only are we giving you the opportunity to vote on the hot Business Psychology topics you want to see covered at the conference, but we're also seeking your suggestions on speakers who can bring life to these topics, offer reflections on the past 20 years and a fresh take on the next 20 to come.

[click here](#) to make sure you don't miss out on the chance to have your say on our biggest event of the year!

## ABP Annual Conference Sponsorship Opportunities

If you or your company are interested in sponsoring this year's annual conference then send us an email at: [sponsorships@theabp.org.uk](mailto:sponsorships@theabp.org.uk) for more information, but you'll need to be quick as sponsorship slots are in high demand and run out fast. Having a presence at the ABP annual conference is a great way to raise the visibility of your organisation and demonstrate your authority as an industry expert.

## ABP Jobs Board



The ABP website carries the latest in Business Psychology vacancies.

### **Senior Consultant - SHL**

SHL are specialists in assisting companies in optimising performance and productivity through deep people insights and they are looking to recruit a Senior Consultant to join the team. As a Senior Consultant you will have a pivotal role to play in how the business succeeds and will be responsible for delivering end-to-end solutions, evaluating impact and customer satisfaction to ensure maximum value for the client. So, if you are excited by the opportunity to apply science with some of the leading companies in the world and are flexible in terms of travel and the type of projects you are working on. [Click here.](#)

### **Occupational Psychologist - QinetiQ**

At QinetiQ we're dedicated to defending sovereign capability, protecting lives and securing the vital interests of our customers.

We are a company of over 6,000 dedicated people providing technological and scientific expertise that helps our customers protect, improve and advance their vital interests.

We provide technological and scientific expertise to help customers protect and advance their vital interests. We provide technological and scientific expertise to help customers protect and advance their vital interests. Working across every aspect of the life cycle of critical equipment and infrastructure, providing services and products that address our customers' most pressing challenges; our breadth and depth of experience spans many markets and industries.

For further information and to apply, [Click here.](#)

### **Principal Assessment Consultants (full-time and part-time opportunities available) - Cappfinity**

Talent technology consultancy Cappfinity, is the UK's leading provider of strengths-based products and solutions and a global provider of end-to-end recruitment and talent development solutions. They are currently looking to hire a number of Principal Assessment Consultants on a full and part time basis to join

their Client Assessment team, which is responsible for leading the scope, implementation and ongoing evaluation of their bespoke assessment solutions. So, if you have an eye for detail, a strong psychometric background and a passion for data-driven consultancy. **[Click here.](#)**

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