

WELCOME

From the Chair, Ben Williams

Welcome to our July newsletter.

Work on our first ever virtual Annual Conference continues to gather pace, and on the ABP website you can now find details of the extensive range of sponsorship packages that are available. As the only conference dedicated primarily to the practical application of psychology in organisations, sponsoring this year's event will provide an unrivalled opportunity for you to put your business in the spotlight, forge new connections, and position yourself as an authority in your specific field.



Thanks to the hard work of our team, as always our events calendar over the coming months will not disappoint, and with this year's Annual Conference and Awards just on the horizon, we are delighted to be holding an event with Clodagh O'Reilly, former ABP Chair and founder of the ABP Workforce Experience Awards. Clodagh will provide attendees with a fascinating insight on a range of topics, including the opportunities and challenges she sees on the horizon for Business Psychology practitioners. Whilst I've mentioned getting your organisation in the spotlight, at our 'Branding your career: SatNav for Life?' event, Richard Ferguson from Kili Consulting will be challenging delegates to think honestly about how much work they do on their own personal brand, and sharing his knowledge on some of the tools and ideas needed to achieve career fulfilment. Tickets are now selling out fast for my Certificate in Practical People Assessment Webinar Series, so you'll need to be quick if you want to secure your place, and don't forget that by

attending all the sessions you will receive a Certificate in Practical People Assessment from the ABP.

Alongside our fantastic array of events, don't forget to check out the latest episode of the Psychology of Work podcast, which features a fascinating interview with Eric Singler, the Founder, President and CEO of the BVA Nudge Unit. Many thanks to Michelle Wong who has done great work as Podcast Editor over the last year, helping turn exclusive interviews with our conference speakers into accessible, engaging and informative content for our POW Podcast. Thanks especially to Michelle for her energy and enthusiasm in contributing to our mission of being the home and voice of business psychology.

Finally, I would like to extend a warm welcome to The NHS Blood and Transplant team and Kalbis Institute who are the latest additions to our roster of corporate members. Now is a great time to invest in staff – particularly in a world where connection and opportunities to learn are prized more than ever. The ABP is extremely pleased to have them on board and to begin supporting them in achieving their professional ambitions and development.

Thanks,

Ben



The 20th Annual ABP Conference and Awards

The ABP's first-ever virtual Annual Conference is taking place on the 5th – 16th October 2020. We've opened up new sponsorship opportunities for the online format, from Conference landing page adverts to dedicated sponsor webpages and virtual workshops. Find out more [here](#).

Our [speaker line-up](#) continues to grow with more exciting speakers and topics to be announced. Conference registration opens very soon, so keep an eye on your inbox for more information on how to get your ticket!

Richard Chataway News

We've always prided ourselves on being an inclusive Association, welcoming professionals from many areas that look at human behaviour at work. For this reason, we were delighted when 2 years ago, Behavioural Scientist Richard Chataway agreed to join our Board in the role of Head of Communications. Richard has now decided to step down from the role and is stepping up as UK CEO for the BVA Nudge Unit. Richard will still be on hand to offer advice and support, but we wanted to take the opportunity to thank him for all he has done for us. Richard's insights into how to apply behavioural science principles to our communications with members has proved invaluable, and his [POW podcast](#) series with key influencers in our industry has had 100s of views.

Richard was a conference speaker himself and volunteered his time to speak about insights from his latest book 'The Behaviour Business' to our members. The impact of having Behavioural Scientists on our Board is perhaps best seen through this being last year's conference topic, where Gonzalo Lopez curated an amazing agenda of speakers, with key support from Richard. Unfailingly unflappable, and consistently constructive, Richard's blend of insight, support and challenge at Board Meetings will be very much missed, and we wish him all the best with his future endeavours. Thank you, Rich!



Welcome to Our New Corporate Members!

NHS Blood and Transplant: We are the Organisation and Workforce Development (OWD) Team within NHS Blood & Transplant. We work with the organisation to translate their needs into learning interventions, organisational development interventions and organisational design that will help them achieve their goals.

Kalbis Institute: KALBIS Institute is a private university in Indonesia that is owned and managed professionally by the KALBE Education Foundation. The learning process at the KALBIS Institute can prepare students to become the next generation who can contribute both at work, the community and to the nation and state.

We're delighted these organisations have chosen to work with the ABP to professionally develop their employees and offer them opportunities to gain professional certification. As a not for profit, our membership rates reflect excellent value: our starting package is £500 for 5 employees.



Podcast

The latest episode of POW, the Psychology of Work podcast, features a fascinating interview with Eric Singler, the Founder, President and CEO of the BVA Nudge Unit, recorded at the 2019 ABP Conference following his keynote speech. Eric is also Global Managing Director of the [BVA Group](#), one of the 15 largest consulting and market research firms in the world.

Eric is an entrepreneur, a marketing and research expert, a pioneer in applied behavioural sciences, an author, and a lecturer. In this episode Eric discusses how he discovered the value of behavioural science for addressing business problems, when nudge is best applied (and how to 'nudge for good'), barriers to implementation of behavioural science, the ethics of nudging and when a nudge becomes a 'sludge', and describes how the BVA Nudge Unit helped the UN encourage men to sign up for the #HeForShe movement addressing gender equality.

Listen to our podcast [here](#).

Would you like to support COVID 19 Business Psychology Research?

Henley Business School is researching the impact of COVID-19 on well-being at work, including the relationship between remote working and personality/EQ. The study looks to see how your personality/EQ, as well as measures of mental health, may have changed during these unprecedented times. It's three ABP members leading the research, and they are hoping the results will create a positive impact for individuals and organisations during these unprecedented times. Would any ABP members like to take the survey or share the survey link with colleagues, friends and family? The results will be presented at an ABP Virtual afternoon tea session. It takes around 20 minutes and anyone who completes the survey will then receive the opportunity for a complimentary Big Five and EQ report based on how you have been in the last 4 months going into and coming out of lockdown.



Event Report

Culture Shift: Identifying and delivering Employee Led Best Practice, Sarah Clarke Occupational Mind Group

"Two roads diverged in a wood - I took the one less travelled and that made all the difference". This quote from American Poet Laureate Robert Frost accurately describes the dilemma facing organisations as they strive to foster better working environments and improve efficiency, argued Award Winner Sarah Clarke as she delivered an impressive presentation on her work delivering employee led culture change.

To read the full report, please [click here.](#)

Virtual Speaker Events

Please note there are no virtual speaker events for August, but we have a jam-packed month in September with 3 fantastic and exclusive speaker events:

Applying the Big 5 and Emotional Intelligence to Improving Workplace Cultures, 8th September

Speaker: Dan Hill, President, Sensory Logic Inc., Minnesota US

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

From Shakespeare to Gogglebox – challenging the concept of progress in the use of psychometric questionnaires, 15th September

Speaker: Roy Childs

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

Branding your career: SatNav for Life? 29th September

Speaker: Richard Ferguson, Kili Consulting

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



Virtual Afternoon Teas

With only 25 tickets available for our virtual afternoon tea sessions, make sure you don't miss out and book your place today!

Understanding your Buyer, July 31st 2.30pm

Speaker: Ben Chambers

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

The ABP, Awards, and future challenges for practitioners; a personal view, 14th August 1pm

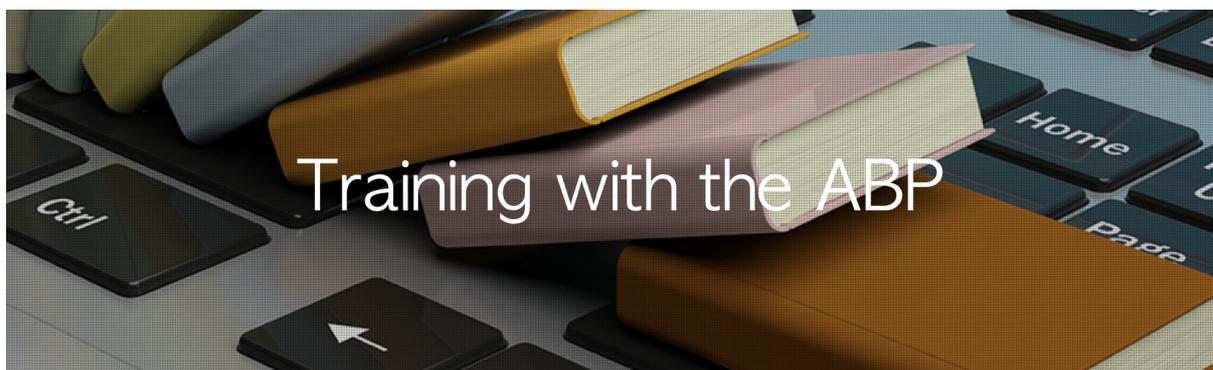
Speaker: Clodagh O'Reilly (interviewed by Matt Flury)

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

Ten rules for talking. How to create the context and setting to have constructive conversations, 28th August 2.30pm

Speaker: Tim Harkness

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



Training

The ABP Training Team is working on putting together a series of webinars to address D&I from the perspective of the black community. The project is led by [Lewis Williams](#) who is looking to expand his work and build a solid design behind this project with the help of the community.

It is a piece of work that stems from recent events and the Black Lives Matter movement, which has the ambitious objective to inspire and equip our members with the right tools and the right awareness to address Diversity & Inclusion in the workplace, from a human and business perspective.

Please get in touch with Lewis if you would like to help by emailing lewis.cw@icloud.com, or you can reach out to our training team at gab.galassi@theabp.org.uk

Training Events

The Certificate in Practical People Assessment comprises of a series of live online webinars that teach delegates practical skills in the design and use of psychological assessments at work. Run by Ben Williams, Managing Director of Sten10 Ltd in conjunction with the Association for Business Psychology; the programme is perfect for current or freshly qualified Occupational Psychology students 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. As well as the webinars themselves, ABP Member delegates get access to a private LinkedIn group to discuss questions that arise and share challenges and successes with their cohort. All sessions are recorded, and slides circulated in case you miss one.

There are 8 webinars, approximately every two weeks, starting 7th September 2020. By clicking on this [link](#), you can purchase the entire series which gives you access to a discounted rate, effectively giving you one session for free. If you attend all the sessions, you will receive a Certificate in Practical People Assessment from the ABP.

Dates and Times

- 7th September - Job Analysis and Competency Design Skills
- 21st September – Interview Design and Interview Skills
- 5th October – Test and Questionnaire Design Principles
- 19th October – Situational Judgement Test Design Skills
- 2nd November – Assessment Centre Exercise Design – Part 1
- 16th November – Assessment Centre Exercise Design – Part 2
- 30th November – Assessment Centre Assessor Skills & Feedback
- 7th December – 360 Feedback Questionnaire Design & Delivery

For further details on the learning objectives and content schedule please [click here](#).

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

[Unsubscribe](#) | [Forward to a friend](#)

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