

WELCOME

From the Chair, Ben Williams

Welcome to our June newsletter.

I wanted to start off by saying thank you to all those who have submitted entries for the Workforce Experience Awards 2020, we have been delighted with the high standard of this year's submissions. The team are currently working their way through all the entries and will be in touch shortly, but in the meantime if you have any queries about the awards or the ABP Online Conference don't hesitate to get in touch.



After almost thirteen weeks in Lockdown many retailers are currently working hard to adapt their businesses, so that they can welcome back customers to an environment that makes them feel safe and at ease. For anyone who is currently in this position I would urge you to read 'Restoring Customer Relationships in a Post-COVID World: A Consumer Psychology Expert's Guide for Retailers', by Christopher Gray, Psy.D. and Founder & CEO of Buycology. It offers some valuable suggestions as to how retailers can rebuild consumer relationships and coax back customers, who during Lockdown have shifted much of their buying to online retailers and delivery services and are now apprehensive to return to physical stores.

Our virtual events continue to go from strength to strength and we have been heartened by the fantastic feedback we have received. Coming up, we have our much-anticipated collaborative event with 'The Hive!' on the 9th July, which explores how to facilitate difficult conversations between individuals and within teams, to the benefit and wellbeing of the organisation. There are also only a handful of tickets left for Sarah Clarke's session- 'Culture Shift: Identifying and Delivering Employee Led Best Practice', in which Sarah will lead delegates in a discussion on the validity of the premise that cultural shift in organisations, is driven by qualitative rather than

quantitative approaches. Also thank you to all those who have already booked their places for my Practical People Event Webinar Series, which commences on the 7th September.

Finally, I wanted to take the opportunity to offer my deepest sympathy to those who have either suffered from Covid-19 themselves, or whose loved ones have. I know from speaking to many of you that you are facing some extremely upsetting medical situations, which are further compounded by job concerns. It was brought home to me personally when I heard of long-time ABP supporter, and friend, Derek Draper's terrible battle with the disease and I wish him and everyone else currently experiencing Covid-19 the very best of care and a strong and speedy recovery.

Thanks,

Ben



The 20th Annual ABP Conference and Awards

20 Years of the ABP: Looking back and thinking forward

This year in our digital conference we're splitting the conference across two weeks with talks in the morning and noon. This will allow everyone to work around their work/life schedule whilst still being able to see talks.

Also, the **conference website** is also now live! please keep an eye on it while we update with more information! [View here.](#)



ABP NexGen

Students and early-talent members make sure you check out the **ABP NexGen blog** for all the latest features and industry news. Also keep a look out for our upcoming campaigns as we start crowdsourcing publishable content, giving you the chance to have your voice heard and work seen.

[Read More](#)



INTEGRO
ACCOUNTING



New ABP Member Benefit with Integro Accounting

We would like to introduce a potential new partner for the ABP to aid you with your tax and financial planning needs, Integro Accounting, who pride themselves on building a completely transparent and personal relationship with their clients. It's a trial offering, but we think there's great potential here to support our members with a highly qualified accounting team, with dedicated support for ABP members.

What's on offer?

There are 3 different options:

- All Inclusive Accountancy Package.
- Join Integro Accounting and form your Limited Co.
- Tailored Support for Sole Traders.

[Read More](#)

Buycology

‘Restoring Customer Relationships in a Post-COVID World: A Consumer Psychology Expert’s Guide for Retailers’ – Christopher Gray, Psy.D. Founder & CEO Buycology.

In the wake of the uncertainty caused by COVID-19, Christopher Gray’s - ‘A Consumer Psychology Expert’s Guide for Retailers’, explores how many retailers and industry experts are currently contemplating the long-term impact on consumer psychology and behaviour, and questioning whether shoppers will in fact return to physical shops at all. He offers a valuable insight into how retailers can help rebuild relationships with apprehensive customers, who over the course of the past thirteen weeks have shifted much of their buying to online retailers and delivery services, and may now be hesitant to venture back to physical stores.

Christopher strongly believes that trust lies at the heart of healthy relationships, and consumer trust is the foundation for every brand, from Purell to Prada. As with any relationship, broken trust between brands (retailers) and their consumers must be repaired to keep the connection intact. Over several months, fears of contagion and extended closures have undermined consumers’ trust in retailers at a very basic level. Though not their fault, the burden of repairing this breach of trust lies with retailers. The actions they take now will impact customers’ perceptions for years to come.

His suggestions for how retailers can restore these consumer relationships include:

- Putting Safety Front and Centre
- Communicate Clearly and Consistently
- Show Customers Respect
- Demonstrate Listening Skills

[Read More](#)



Event Reports

The Manchester Careers Event 25th March 2020

The Manchester Careers Event has been run every year at Manchester Metropolitan University since 2017 and has proved to be a popular event. Due to the current pandemic, it was decided to run the event as a webinar involving five speakers from the Manchester area, who were predominantly from the ABP Manchester Committee Group including:

- Marilena Antoniadou – Manchester Metropolitan University
- Robin Hills
- Dr. Jodi O'Dell
- Julia Norman
- Anna Whitehead

Read the full report and view each of speakers slide decks [here](#).

Applying Behavioural Science for Business Success with Richard Chataway

If you are in business, you are in the business of influencing behaviour. However, there is insufficient understanding about what really changes behaviour, argued Richard Chataway, Vice President of the BVA Nudge Unit, at the May webinar hosted by the ABP. Unfortunately, many organisations pay lip service to this issue by thinking that by changing perception, behaviour change will follow. In the vast majority of cases this never happens, as Richard powerfully demonstrates in his new book “The Behaviour Business”, which provides numerous examples of mistakes, missed opportunities and successful implementation of behaviour orientated solutions.

To view the full report and slide deck from this session, please [click here](#).

Virtual Speaker Events

Creating a Level Playing Field in Recruitment & Talent Management - July 21st

Speaker: Phil Wilson Civil Service Fast Stream and Early Talent



Phil Wilson has almost unrivalled practical experience in taking policy, delivering successfully and providing a lead for other employers to follow. This presentation will not disappoint and will be a learning experience for those involved in recruitment and talent management.

The session provides an overview of how the Civil Service has sought to deliver a diversity and inclusion strategy in the early talent space that aims to maximise attraction, representation, and inclusion.

It is expected that the presentation will last 50 minutes and be followed by approximately 30 minutes of Q&A and networking will as usual be encouraged at this event.

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

Training Events

Advancing your Organisation Through Vulnerability Webinar in collaboration with The Hive! - 9th July

Enabling, Experiencing & Engaging Change; linking cognition, behaviour change and the bottom line.

If something's not working, it no longer falls on the leader alone to produce a different outcome. Different outcomes require different ways of thinking, ways of being, ways of responding. More than ever we are required to have hard, tough, uncomfortable conversations. Our willingness to face and embrace these discomforts is the foundation upon which good teams and organisations flourish. This webinar explores how to facilitate difficult conversations, between individuals and within teams, to the benefit and wellbeing of the organisation.

For further information on the learning objectives, and to register your place at this virtual event please, [click here](#).

Certificate in Practical People Assessment (Webinar Series, 8 workshops) – 7th September

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 Sten 10 Ltd, in conjunction with 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 success with their cohort. All sessions are recorded, and slides circulated via email in case you miss one.

For further information on the webinar series, and to register your place please, [click here](#).



Jobs Board

Behavioural Consultant – Stamford

Market leading investment consulting firm Stamford are looking for a qualified Psychologist to make a meaningful contribution to their manager assessment and monitoring work. The successful candidate's work will entail a robust qualitative analysis of a range of cognitive and behavioural factors, associated with decision making in environments of uncertainty. They will be part of the Investment Team and will ultimately report to the CIO under the supervision of the Principle, Behavioural Consultant.

For further information on this role and to apply, please [click here.](#)

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

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