



**ABP Newsletter**  
**September 2019**



# WELCOME

From the Chair, Ben Williams

Welcome everyone to our September newsletter. It feels like this month has just flown by, especially for our conference team who are busily pulling together the last few stages of our much-anticipated 2019 ABP Conference & Awards on the 10<sup>th</sup> - 11<sup>th</sup> October.



The team have done a fantastic job in securing a host of distinguished speakers, to discuss and share their insights on this year's theme - The Big Nudge: Behavioural Economics meets Business Psychology. I will be front row and centre at the conference but if you want to attend and still haven't bought your ticket, time is running out to secure your place and dinner only tickets have already sold out.

This month also saw us spend a thoroughly enjoyable evening, hosted by the University of Westminster and led by Kirsty Bashforth: CEO of Quayfive Ltd, ABP Awards judge and Author of "Culture Shift – A Practical Guide to Managing Organisational Culture." During the evening Kirsty gave an insightful and thought provoking presentation on the subject of: 'Culture Shift: using Business Psychology to underpin Strategy Delivery.' We would once again like to thank the University of Westminster for hosting the event.

Have a great month and I'll see you at the conference.

Ben



## Conference News

There are just under two weeks to go till the launch of our much anticipated two day conference in Regents Park. With the theme of the 'The Big Nudge,' delegates will learn from a number of distinguished speakers including: Bruce Daisley, EMEA VP of Twitter and award-winning BBC broadcaster and psychology lecturer Claudia Hammond, how to take the 'nudge' theories of Richard Thaler and Cass Sunstein and turn them into the tools for business success. With tickets almost sold out, you will need to act quickly to secure your seat at the only conference dedicated primarily to the practical application of psychology in organisations. Please note that due to high demand, gala dinner tickets can now only be bought with a full conference ticket.

Discounted packages are available for students, conference speakers and award finalists. Contact [admin@abp.org.uk](mailto:admin@abp.org.uk) for more information.

**BOOK 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

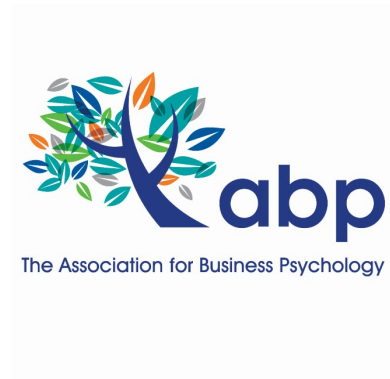
- Non Members - £395

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

## Culture Shift - Using Business Psychology to underpin Strategy Delivery - Event report

On September 17<sup>th</sup> attendees were treated to a fascinating talk from Kirsty Bashforth, CEO, Quayfive Ltd at the University of Westminster on: 'Culture Shift: using Business Psychology to underpin Strategy Delivery.' The presentation looked at how to incorporate culture shifts into strategy, how to introduce the vision and then the micro steps needed to implement it. Using her extensive experience, Kirsty outlined how to recognise the culture you have today, explore the culture you need and how to communicate those expectations. Culture shift is about how to do things differently using your own resources and how to put culture permanently at the core of running your business.

For those that weren't able to attend we have compiled a detailed report on the evening. Just click [here](#).



### October Speaker Events

#### London

On Tuesday 15th October, the University of Westminster will throw open its doors and play host to the ABP and Roy Childs, Managing Director of Team Focus. In this talk, Roy will argue that there are problems at a more fundamental level. He will describe how he believes our concept of personality is unclear, how the concept of values, so fundamental to the glue of the organisation is not only mis-represented but also ignored and how the psychometric model is not always fit for purpose. For Tickets and further information, click [here](#).

#### Manchester

Over the last 15 years, the concept of Fun at Work has evolved from being seen as "soft and fluffy" to having a

### Head of Projects & Operations

We are hiring!! It is a very exciting time for the ABP: over the past 5-6 year's the organisation has grown significantly. This means that we need a more consistent, hands on project manager to oversee and manage a number of projects which will continue to develop the ABP into a high profile and

significantly impactful approach for those working with business psychology. One of the drivers for this change is the widening base of evidence highlighting the huge difference between those successful and motivated and others not so. The subject is now attracting serious research, especially as up to 75% of employees claimed to be disengaged at work, and the UK lags behind most other industrialised countries in terms of productivity. For Tickets and further information, [click here](#).

professional membership association. If you are an oriented and practical self starter with the ability to help support others in achieving their goals, then this could be the perfect role for you. For further information and to apply for this fantastic opportunity, [just 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](#).

## SPONSORED CONTENT



# FutureHUB

26-28 Great Portland Street, London W1W 8QT

FutureHUB in the heart of Fitzrovia provides stylish, confidential consulting rooms and open plan office workspace, along with the benefits of being part of our exclusive professional hub of psychologists and coaches for incubating ideas, collaboration and support. The HUB model has been pioneered by Global Future, a team of leading business psychologists.

FutureHUB membership is ideal for those wanting to base themselves in a dedicated central London workspace or benefit from flexible access to wider individual or group consulting rooms, on site and hassle-free. The HUB is located just 3 minutes walk from Oxford Circus station.

*For more information please contact [Hedy.dewald@globalfuturepartners.com](mailto:Hedy.dewald@globalfuturepartners.com)  
[www.globalfuturepartners.com](http://www.globalfuturepartners.com) or call +44 (0)20 708 47066*

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