



ABP Newsletter  
October 2020



# WELCOME

From the Chair, Ben Williams



Welcome to our October Newsletter,

What a fantastic month it has been for the Association. Our first ever virtual conference proved to be a runaway success, and a fitting celebration of the ABP's 20<sup>th</sup> anniversary. Although none of it would have been possible without the incredible support of our (increasingly worldwide!) ABP community. A special thank you from the entire team also goes to our Workforce Awards nominees and winners, speakers, sponsors, and of course you the attendees. I'd also



like to offer my thanks to Richard Taylor, for his offer to write up and share summaries of the conference speaker sessions, for those who were unable to attend.

An exciting opportunity has arisen to join the team as our first ever **Marketing & Sales Manager**, combining both strategic and day to day marketing and sales work. While we are initially recruiting for a contractor to provide these services on a part time basis, if we hit our revenue and growth targets, there could be an opportunity to expand the role further in the future.

While the conference was indeed a triumph, we certainly won't be slowing down, as our event's calendar is filled with a number of thought-provoking events and engaging workshops that will see us finish 2020 with a bang. With the challenging environment we find ourselves in, our forthcoming webinar series – '**Developing PsyCap in Sales**' could not be more crucial. During each of the four workshops, Huma Khan, Founder of SalesPsych will use his extensive experience to blend theory with interactive activities tailored around the sales process, to embed learnings and facilitate higher wellbeing and performance across attendee's sales efforts. The coming months will also see the final sessions in my **Practical People Assessment** series, which will focus on Assessment Centre Exercise Design, Assessment Centre Assessor Skills & Feedback, and 360 Feedback Questionnaires. Don't forget, you can purchase the remainder of the series as a whole, or you can pick and choose the webinars that cover the topics you want to explore further.

Finally, in other news, after two years Gab Galassi will now be stepping down from his role as Head of Training. We would like to say a huge thank you to him for all he has invested into the role and for his insightful contributions to our Board meetings. Upon joining, Gab wasted no time in sourcing and briefing a group of talented volunteers to help manage the function and put on a range of interesting (and great value) training programmes, both face-to-face and virtual. We will all miss Gab's passion, talent and humour and wish him all the best for the next stage of his life in Italy (and we're not at all jealous!).

Thanks,

Ben

## Event Reports



## What can Business Psychology learn from Donald Trump and the Dark Arts of Coercive Control?

The sinister art of coercive control is driven largely by narcissists who exploit it, human vulnerabilities of those who are controlled by it, and is fuelled by an explosion of information, disinformation and increasing use of tools in deception, argued Steve Hassan. The session was presented through the powerful lens of Steve's experience as a member of the Moonies, and how he managed to escape the cult and launch his career as a Coach, Author, and licensed mental health counsellor.

*To view the full event report, click [here](#).*



## From Shakespeare to Gogglebox, Roy Childs

## – Team Focus

This talk challenges some of the basic assumptions made by many mainstream psychometrics when applied to self-report questionnaires. Some key questions that it addresses are:

- What is the real nature of the data?
- Are traditional methods of analysis either suitable or meaningful?
- Are reliability and validity being evaluated in the right way?
- What is, or should be, the real purpose of self-report questionnaires?

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

## Jobs Board

### Marketing & Sales Manager (Part Time) – The ABP

The Marketing and Sales Manager is a brand-new position within the Association of Business Psychology. The successful candidate will take a lead role in increasing awareness of the full range of services we provide to current and potential members, supporting our vision to 'Be the home and voice of Business Psychology' and grow our membership base to 3,000 members.

*For a full job description and details on how to apply, click [here](#).*

### Principal Consultant – Assessment – Cappfinity

Cappfinity, the world leader in strengths-based assessment, is seeking an experienced Assessment Design Consultant with at least 5 year's post-MSc, to support their work with clients in the UK and across the globe. This position is a great opportunity to make a real difference through combining best-in-class assessment practices with a consistent focus on diversity, equality, and inclusion outcomes, working with clients whose actions can really move the needle.

*For full job description and details on how to apply, click [here](#).*



## ABP Conference 2020

After months of planning and two big weeks of Zoom sessions, we're extremely proud to have wrapped up our first-ever virtual Annual Conference. The conference was a celebration of ABP's 20th Anniversary, so what better occasion to set a few records:

- Most attendees for an ABP Conference: 317
- Highest share of non-members attending the conference: 18%
- Most new members signing up for the conference: 28

If you registered for the conference and want to catch up on any speaker sessions you missed or want to watch again, most sessions are available to view on the **conference website** (log in required). Some recordings will be available for a limited time after the conference, so don't miss your chance to see them before they're gone!

Once again, Richard Taylor has very kindly offered to document a summary of the speaker sessions from this year's conference. He's done a remarkable job so far, but please note not all summaries are ready to share. We anticipate being able to send these out in the next couple of weeks.



## Upcoming Speaker Events

### Three simple (but not necessarily easy) steps to address emotionally Toxic Cultures

Speaker: Phil Willcox, Founder,  
Emotion at Work

Date: November 10, 2020



Emotionally toxic cultures are bad for individuals, organisations and teams and yet they still occur. Phil founded Emotion at Work (EaW) as he wanted to address these issues at source by both enriching lives and reducing the harm that emotions can do in the workplace. There is no magic bullet and emotions will never be eliminated and developing a strategy to enable and harness the constructive power of emotion is the ultimate prize. Three strategies used by EaW to frame a lot of their work with clients are: be heard, safe spaces and move on.

Phil Wilcox will discuss these and other strategies, and using examples from his vast experience, will consider Good Practice in the management of emotions and the creation of a safe environment.

*To register for this event, click [here](#).*

## Training

### How to Build Resilience When Selling Webinar, 6th

## November

Every organisation, small business and freelancer relies upon sales to survive which is why at SalesPsych we believe everyone is a direct or indirect salesperson. But, let's face it, selling can be hard even at the best of times let alone within the challenging and dynamic environment we currently find ourselves in. Salespeople face constant pressure to bring in revenue and meet business targets while coping with buyer rejection, anxiety, and stress on a regular basis and this can lead to burnout. Salespeople who experience stress on a regular basis tend to be less engaged in their tasks, don't perform as well and are more likely to quit due to lower levels of work and life satisfaction (Ingram et al., 2011)

*To secure your place on this course, click [here](#).*

## Practical People Assessment Workshops

In November we will be holding three webinars as part of our extremely successful course on **Practical People Assessment** with the final session taking place in December. Run by Ben Williams, Chair of ABP and MD of Sten10, 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.

You can decide to attend the entire series by clicking [here](#) and receive a Certificate in Practical People Assessment, or you can pick and choose webinars that cover the topics you want to explore further. Sessions are **recorded** in case you miss one.

## Assessment Centre Exercise Design – Part 1 (Single Webinar), 2<sup>nd</sup> November

In this webinar, you will explore the basic frameworks around assessment centres, discussing their best use in selection and recruitment and learning to build ad hoc models to use in your practice.

*To register for this webinar, click [here](#).*

## **Assessment Centre Exercise Design – Part 2 (Single Webinar), 16<sup>th</sup> November**

In this session you will explore the basic frameworks around designing assessment centres, discussing their best use in selection and recruitment, and learning to design a variety of different exercises.

*To register for this webinar, click [here](#).*

## **Assessment Centre Assessor Skills & Feedback (Single Webinar), 30<sup>th</sup> November**

In this webinar, you will explore the basic frameworks around assessments, while developing both your assessor skills and your feedback skills.

*To register for this webinar, click [here](#).*

## **360 Feedback Questionnaire Design & Delivery (Single Webinar), 7th December**

In this webinar, you will explore the basic frameworks around 360 feedback questionnaires, discussing their best use in selection and development and learning to design and manage a 360 feedback process.

*To register for this webinar, click [here](#).*





## NexGen Blog

Students and early-talent members make sure you check out our latest ABP NexGen blog - 'Stand out from the crowd' by Maria Gardner. In this post Maria offers some fantastic advice on how you can get the most out of your Msc experience, and most importantly what you can do to make yourself more employable once you've finished your course.

*To view the full blog post, [click here](#).*

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