IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Building a Culture of Care: Creating Compelling Business Narratives

Recorded on **20 April**

Transform your leadership impact: Learn to create aligned narratives that answer employees' 'What's in it for me?' and unlock organisational performance in this FREE 1hr CPD webinar.

Format:
Recorded webcast

CPD:
1 hours for your records

Certificate of completion

Overview

The webinar explores why we should have a compelling narrative and the outcomes of getting it right, or wrong!

It helps individuals who are stepping up to a leadership role identify effective strategies, understand the impact of their personal style and behaviours, so they can have the best impact on both personal and organisational performance. For those already in a leadership role we will share case studies and research that identifies best practice to enable leaders to become the best they can be.

The webinar will explore how we need an aligned narrative to drive personal and organisational performance though engaging with employees. If its not aligned, your culture would stall, and your strategy fail.

All employees listen to the biggest radio station in the world, '**WiiFM**'. '**What's in it for me**'? If there's nothing compelling in your narrative for them, why would they feel they should join you on your journey?

Getting it right is essential, getting it wrong is setting yourselves up to fail.

Benefits of attending

- **Understand** why an 'aligned' narrative is essential
- **Empower** yourself as a leader to support and communicate the narrative
- **Hear** the business case for getting it right
- **Explore** how to put together an aligned narrative, and why neuroscience shows us why

Who should attend?

This session is relevant for existing leaders and managers, as well as those new or aspiring to a management role, who want to achieve greater success by enhancing their leadership skills through understanding how to improve cultures and how to overcome roadblocks.

Presenter



Kevin Hard

I believe that organisations led by emotionally intelligent leaders at all levels, whilst underpinned by a culture of care, can drive engagement. The output from engagement includes improved metrics on safety, wellbeing, quality, productivity, CSR, sustainability, retention, recruitment and reduced organisational risk.

I'm a motivational speaker for organisations such as the Institute of Directors (IoD), Institute for Occupational Safety and Health (IOSH), British Safety Council (BSC), Institute of Risk and Safety Management (IIRSM) amongst others. I also speak at company events on leadership and culture.

I have a thorough understanding of risk and change management, essential for ensuring the successful implementation of cultural improvement programmes. The successful implementation of any programme, often hinges on the ability to engage, influence and work with numerous key stakeholders, including senior leadership teams and others.

Key talk topics:

- Modern leadership
- Employee engagement
- Culture change

Recent projects include:

- HSEQ Culture Advisory Board for Royal Institute of Chartered Surveyors (RICS) 2018-2021
- Founder of a client thought leadership user group, with 20 major UK and European clients to share best practice and discuss innovative new ideas and challenges
- Co-creator of an organisational integrated improvement model, the HYG-GE Model (Hard-Yeoman-Girling Generating Excellence Model 2022) based on modern leadership, whilst all underpinned by care
- Advisory council for a rail organisations' culture change programme 2019- 2023
- Leadership lecturer at Glasgow Clyde College, 2023-2025
- Co-research with Dr Paul Pritchard on engaging for success/CIPD and the impact of engagement on sustainability and corporate social responsibility
- Fellow of the Royal Society of Arts (RSA)
- Distinction as Reuters-accredited Performance Consultant (2018), to enable clients to make effective investment in improvement strategies through a consultancy style approach
- Level 7 CMI qualification in Strategic Management and Leadership

"No culture has ever changed without its people."

Course date

20 April	**Recorded webcast** 12:00-13:00 **UK (London)** (UTC+01) *Course code 16830*

How to book

Online:
ipi.academy/3376

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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