



# crf learning | DELIVERING BUSINESS IMPACT

## HRBP – BUSINESS CATALYST

### ABOUT THIS PROGRAMME

The programme goes beyond developing skills to shifting mindsets. The mindset we will seek to develop is focused on delivering business impact, not doing HR 'stuff', but building organisational capability and creating sustainable value. The programme is focused on moving from an HR focus to a business focus.

Through a blended-learning environment, with an emphasis on practical implementation, the programme will increase your impact within your organisation by:

- developing deeper commercial and strategic thinking
- faster and more effective delivery
- enhanced influencing skills.

### BENEFITS OF ATTENDING

This programme will examine the attitudes that differentiate great HRBPs and, by working through CRF's Strategic HR Framework, will enhance your capabilities in a range of areas to increase your effectiveness. Specifically, you will:

- gain greater understanding of how your organisation operates, delivers value and drives success, thereby enabling you to be a more effective business partner
- enhance credibility with your customers through greater commercial acumen, business understanding and influencing skills
- grow in confidence to challenge existing thinking through a robust model for effective HR
- evaluate where you can add greater value to the organisation
- build your overall capability ensuring you optimise your business impact.

Attendees will receive digital copies of all programme materials, relevant CRF research and a workbook to work through concepts, models and plan a programme for ongoing development.

### PROGRAMME LEADER

Nick Holley, Director of CRF Learning

### PROGRAMME DATES

21-22 September 2020

### LOCATION

CERN, CH – 1211  
Geneva 23

### WHO SHOULD ATTEND?

Attendees will be existing HR Business Partners, specialists moving into the role or HR Managers ready for a more strategic position. We expect all attendees to be technically proficient in HR with this programme developing your business and partnership skills in order to maximise your impact on your organisation.

### PROGRAMME LEADER



Nick Holley, Director of CRF Learning, will lead the programme. Nick has extensive experience of running HRBP programmes in over 20 different countries, and whose practical research identifies what works to initiate successful and sustainable impact.

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### THE PROGRAMME IN DETAIL

Prior to the programme:

- you will carry out a high-level organisational analysis using CRF's Strategic HR Framework, which will be worked on during the programme
- you will agree a learning contract with your HR line manager and business leader to link individual learning to organisational impact. This will be reviewed after the programme to evaluate sustained changes in behaviour and impact.

### DAY 1

- **AM – The Role of the HRBP**
  - Ensuring clarity of HR's purpose, vision and values.
  - Core purpose of the HRBP: the role of the HRBP vs where most time and effort is spent.
  - Key attitudes of great HRBPs.
- **PM – CRF's Strategic Framework for HR**
  - You will simulate a senior management meeting to explore the business analysis and understand key business inputs – business imperatives, external environment, internal climate, resources, etc.
  - You will look at perspectives from other members of the management team to explore how HR can add value to these conversations and not simply respond to HR-related questions.
  - From this experience you will look at how to influence decision making and manage expectations to generate greater impact.

### DAY 2

- **AM – CRF's Strategic Framework for HR (continued)**
  - In the second half of the simulation you will explore the link between the business analysis carried out on day one and the implications for HR.
  - This will explore the:
    - assessment of capability vs organisational challenges
    - necessity of evidence in decision making
    - value of communication, involvement and ownership
    - importance of prioritisation and measuring business outcomes, not HR processes.
- **PM – Future and on-going development**
  - Learning doesn't stop with the end of the programme, so we will work with you to create a developmental and longer-term career agenda for yourself and colleagues.
  - This will identify sources of insight, fresh thinking and good practice.

### LOCATION AND COST

The programme will be held on the CERN campus, in Geneva. There is a tour scheduled of the CERN campus at 5.00pm on 21 September.

The cost of the programme is 1,950 CHF (£1,550 (+VAT)) for CRF members, and 4,300 CHF (£3,400 (+VAT)) for non-members.

To register for this programme, please contact Sally Brand at [sally@crforum.co.uk](mailto:sally@crforum.co.uk) or on +44 (0) 20 3457 2640.

PROGRAMME CO-DESIGNED WITH:

**Duke**  
CORPORATE EDUCATION

*"I just wanted to say a huge thank you for a really insightful 2 days. It was eye opening to discuss an approach to concepts which I fundamentally agreed with, however due to the usual 'day-to-day' HR I had put to the side. Since returning to Samsung I have approached work in a completely different way, and I am considering the steps I need to take to ensure I have the opportunity to deliver truly valuable HR work."*

**Adam Merrin**, HR Assistant Manager, Samsung