



**crf**

CORPORATE RESEARCH FORUM

**2022**

**PROGRAMME**





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## We are pleased to present **CRF's 2022 research and events programme.**

The past two years have tested organisations and their HR functions and shown us the importance of **agility** and **innovation**. The themes of our 2022 research and events emphasise how HR can **drive organisational performance** in what will continue to be **turbulent times**.

Where an event is accompanied by **CRF Research** it will be preceded by an **interactive online briefing** in the week prior. This gives a chance to hear from the report author on the research's key findings and allows you to reflect on the issues ahead of the event itself. Additionally, through our **digital communities** we will be offering **quarterly briefings** and **regular webinars** to provide up-to-date information on current challenges.

We look forward to welcoming you **in-person** and providing new **online experiences** for members. All in-person events, excluding the HR Director's Dinner, will accommodate **online attendance**. The agenda for these will be tailored to best suit the needs of a virtual audience, without impacting the in-person experience.

### **Questions about the programme?**

...or would like to find out more about how you can contribute to our research projects? Please contact **Richard Hargreaves**, [richard@crforum.co.uk](mailto:richard@crforum.co.uk).

## JANUARY 26

### Geopolitical and Global Trade Outlook

Online

Vicky Pryce, economist and business consultant

Prepare for the year ahead by discovering the external forces that will shape our business and people strategies in 2022. Economist, business consultant and former Joint Head of the UK's Government Economic Service Vicky Pryce will brief members on the geopolitical and global trade outlook as we emerge from an extended period of disruption.

## FEBRUARY 9-10

### Applying Social Science to Behavioural Change

London, UK

Rob Field, APS; Grace Lordan, London School of Economics and Political Science

As organisations continue to shift and reinvent their business models, how can changing behaviour unlock future capabilities? How critical is behavioural change in successfully reacting to and pre-empting market challenges and complexity? Which strategies and tools are effective at enabling change? Join us for this two-day immersive workshop to explore the science behind changing behaviour and discover HR's important role in creating the conditions for change. Summary notes, together with original research, will be published after the workshop.

## MARCH 15

### Persuasive Analytics: Influencing with Data

Online

Allie Boddington, Oracle; Nick Holley, CRF Learning; Iain McKendrick, Volvo Group

Data is often hailed as 'the future of HR'. In reality, it has always been a part of HR – the function just hasn't always been as skilled as it could be in using it. Data can be a powerful tool in persuading leaders to act and to support decisions that enhance business performance. This online event will propose how HR can harness the true power of data to fix business problems, instead of being used to simply fulfil HR reporting requirements. Understand the skills needed to leverage data to deliver tangible business impact and improve the quality of decision making in your organisation.

## APRIL 28

### Innovation: Growth from Uncertainty

London, UK

Nathan Furr, INSEAD; Susannah Furr, entrepreneur; Mike Straw, Achieve Breakthrough; and Hamish Taylor, advisor, CEO and speaker

Why are crises, such as the coronavirus pandemic, catalysts for innovation and how can we harness this in a more 'stable' environment? This practical session will explore how individuals can best find inspiration in uncertainty, and HR's role in supporting the culture and design of an organisation in which innovation thrives. Attendees will gain insights from former CEOs and renowned professors, and leave armed with an action plan for driving innovation at their own organisation.



**MAY 10****The Realities of the New Working Environment**

London, UK

Furhat Ashraf, Bird & Bird; James Blaker, BTS; Estelle Hollingsworth, Virgin Atlantic; Ravin Jesuthasan, Mercer; Neil Morrison, Severn Trent; Karen Ward, The Open University and John Whelan, Corporate Research Forum

The coronavirus pandemic has compressed several years' worth of change to organisation cultures and working practices into a matter of months. As the 'new world of work' moves from being a future issue to being the present for global businesses, we will take stock of how the new cultures of work are embedding. Building on CRF's 2021 research, this event and associated research update will examine what the new context means for performance, culture and people strategy.

**MAY 24-25****Making a Paradigm Shift in Leadership Development**

Lausanne, Switzerland

Dr. Winter Nie, IMD Business School; Gillian Pillans, Corporate Research Forum and Prof. John Weeks, IMD Business School

The last two years have been among the most challenging for leaders who have had to embrace reinvention and restructuring on a mass scale while maintaining motivation in a hybrid work environment. How are organisations' expectations around leadership capabilities shifting? How can we rethink leadership development to respond to new demands? This session, in partnership with IMD Business School, will build on a CRF research report to explore how we can best prepare leaders for unforeseen circumstances.

**JUNE 9****SUMMER LECTURE:****The Misuse of Data**

London, UK

Ben Goldacre, broadcaster, doctor and writer

Doctor, academic and award-winning writer Ben Goldacre specialises in unpicking scientific claims made by scaremongers and armchair experts. Data is becoming an increasing part of our daily conversations and is invaluable for driving HR insights. Ben will share with us some of the 'greatest hits' of people misusing statistics in interesting ways to highlight the importance of a stringent and accurate approach to handling data.

**JUNE 21 AND OCTOBER 27****HR Directors' Briefing and Dinner**Stockholm, Sweden  
AND Amsterdam, Netherlands

These by invitation-only events are a chance for senior HR leaders in the respective local regions to network and discuss current issues over dinner.

## SEPTEMBER 29

### Organisation Design for Agility

London, UK

Amy Kates, Accenture

As technological, geopolitical and social forces increase the complexity of doing business, the need to design organisations that enable people to make faster and better decisions becomes ever more pressing. Organisations must manage a core tension between being agile and responsive to customer needs while achieving economies of scale, all in an increasingly virtual and digitally enabled environment. This masterclass, led by global organisation design expert Amy Kates, will outline the key issues and essential frameworks and tools, enabling attendees to apply them in their organisation. The event will be accompanied by a CRF Research Report.

## OCTOBER 10-12

### INTERNATIONAL CONFERENCE:

Athens, Greece

### Trading in the New Business Landscape

Prof. Christos Cabolis, IMD World Competitiveness Center Prof. George Feiger, Aston Business School; Prof. Amelia Hadfield, University of Surrey; Ravin Jesuthasan, Mercer; Prof. Patrick Reinmoeller, IMD Business School and Tom Standage, The Economist

The past decade has seen the business landscape adjust to vast technological advancement, a global pandemic, financial meltdown, massive political realignment and a shift in the balance of world economic power. Following such immense disruption, what are the mega trends now facing organisations? Our panel of world-class experts will explore topics including international business challenges, strategy determination in an uncertain context, and technological disrupters. This practical event will discuss potential solutions as well as identify problems.

## NOVEMBER 10

### The Future of Learning

London, UK

Prof. Tony O'Driscoll, Duke University

When organisational success requires the ability to sense and respond to the external environment, the capacity for learning at both the individual and organisational level is essential. Corporate learning is becoming increasingly technology-driven but the challenge remains for learning functions to align learning and business strategies. Our research and event will explore future developments in this fast-changing field and consider how companies can develop a mindset of continuous learning.

## NOVEMBER 17

### HR Directors' Dinner

London, UK

Our annual by invitation-only HR Directors' Dinner is an opportunity for members to network with fellow senior practitioners as the year comes to a close. We will give an update on CRF's plans and progress, before exchanging on current issues over dinner.

OPEN PROGRAMME	DATES AND LOCATION	COST
<b>HRBP Business Catalyst</b> Increase your impact through deeper commercial and strategic thinking, faster and more effective delivery skills and greater influence.	<b>Two-days</b> 16-17 March: Online	<b>£1,450</b> CRF members <b>£2,900</b> Non-members
	<b>Two-day residential</b> 19-20 October: Ware, UK	<b>£1,800</b> CRF members <b>£3,600</b> Non-members
<b>PARC Strategic Reward Skills</b> Develop a set of strategically focused reward skills in the areas most frequently reported by RemCo Chairs as essential to effective performance.	<b>Two-day residential</b> 11-12 May: Windsor, UK	<b>£2,250</b> CRF members <b>£4,500</b> Non-members
	<b>Two-day residential</b> 26-27 September: Windsor, UK	
<b>Becoming an Effective HRD</b> Enhance your understanding of how HR delivers value and improves capability in planning, implementing and evaluating initiatives.	<b>Two-day residential AND action day</b> 22-23 June: Weybridge, UK AND 14 July: Central London, UK	<b>£2,750</b> CRF members <b>£5,500</b> Non-members
	<b>Two consecutive days AND follow-on</b> 28-29 June AND 9 September 2022: Online	<b>£1,350</b> CRF members <b>£2,700</b> Non-members
<b>Impact Through People Analytics</b> Take a commercial, HR-centric view of data to leverage it in delivering tangible business impact.	<b>Two consecutive days AND follow-on</b> 1-2 December AND 8 February 2023: Online	
	<b>Three two-day modules plus networking dinners</b> 20-21 September, 7-8 December, 1-2 February 2023: Central London, UK	<b>£8,000</b> CRF members <b>£15,000</b> Non-members
<b>Integrated Talent Management</b> Essential material for any HR practitioner looking to design, build or operate more effective talent approaches and understand how to ask the powerful questions that unlock business value.	<b>Three consecutive mornings AND follow-on</b> 22-24 November AND 1 February 2023: Online	<b>£1,450</b> CRF members <b>£2,900</b> Non-members



ON DEMAND	DATES AND LOCATION	COST
<p><b>Effective Business Partnering</b> Take a more strategic approach as an HRBP and have a direct impact on driving organisational performance.</p>		
<p><b>Integrated Talent Management – The Essentials</b> Modernise your talent management strategies and discover how to design effective approaches in line with the latest talent trends.</p>		<p><b>For Individuals:</b> <b>£299</b> CRF members, per participant, per course <b>£349</b> Non-members, per participant, per course</p>
<p><b>Building a High-Performance Culture</b> Learn to create a culture that builds and develops performance, whilst mastering performance management processes.</p>	<p><b>For Individuals:</b> Courses completed at your own pace, in your own space</p>	
<p><b>A Strategic Approach to Reward</b> Gain experience in applying a practical model to develop reward strategy at any level of an organisation.</p>	<p><b>Team Solutions:</b> Courses completed as part of a cohort, including scheduled webinars and assignments</p>	<p><b>Team Solutions:</b> CRF members, <b>£5,000 + £299</b> per participant, per course Non-members, <b>£5,000 + £349</b> per participant, per course</p>
<p><b>Leading Organisational Change</b> Learn how to manage change effectively as an HR leader and avoid the problems that hamper most change efforts.</p>		
<p><b>Workforce Analytics and Storytelling</b> Develop confidence in business-focused analytics to drive business performance and become truly influential.</p>		

## PROGRAMME PARTNERS



## EVENT PARTNERS



## KNOWLEDGE PARTNER



## ASSOCIATES

