

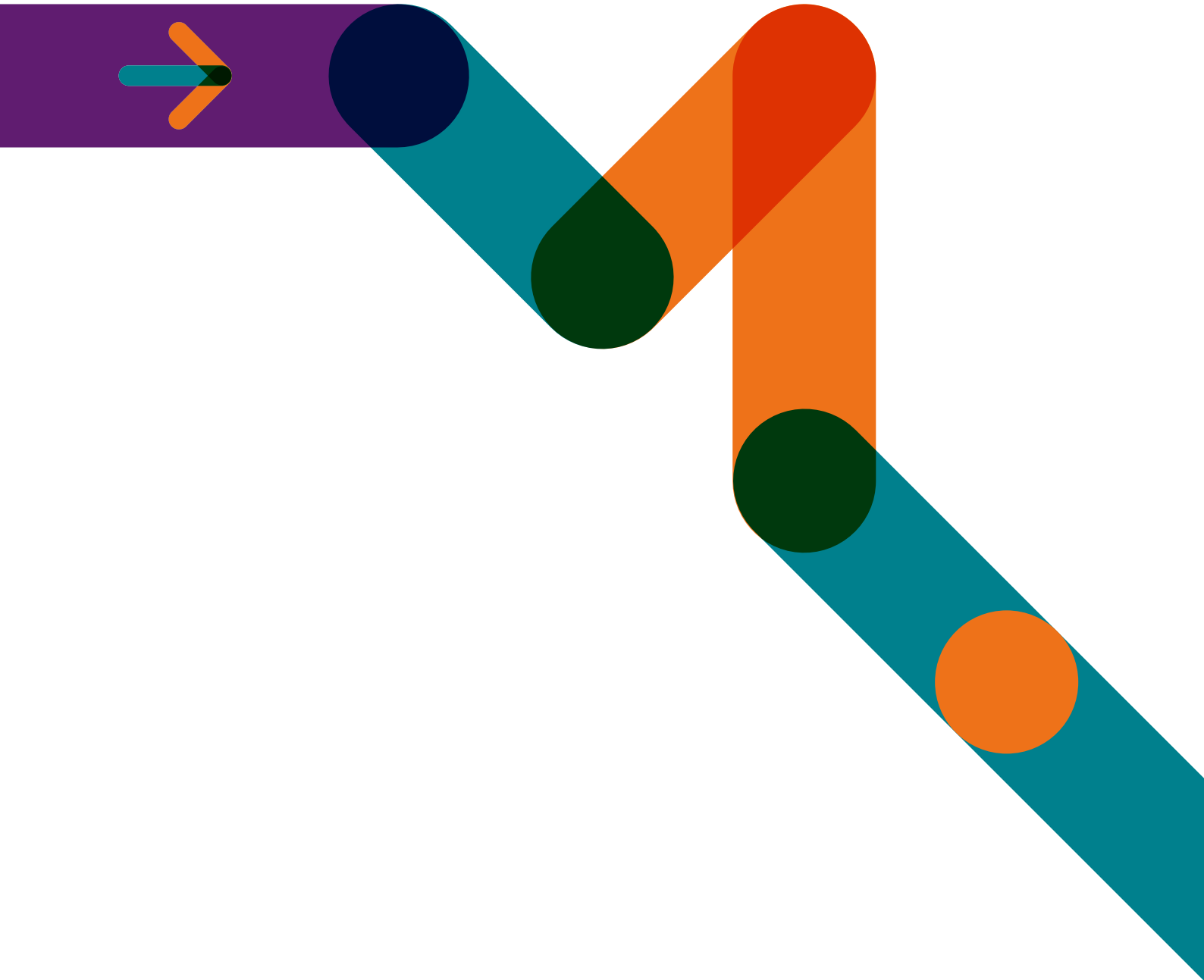
CIPD

*Championing better
work and working lives*

Hello tomorrow

**Future-proofing
your organisation**







Today's world of work is defined by change. How we learn; how we hire; how we motivate, reward and manage people; how organisations are structured: every element of a modern people strategy is part of this shifting landscape.

Is your organisation prepared? Are your people professionals and managers equipped for the uncertainties of today and the opportunities ahead? Are their skills relevant? Do they have the courage to make good decisions and the credibility to steer vital conversations?

Are they true experts in people, work and change?

Working with the CIPD can help you answer and address these essential questions, just as we do with hundreds of organisations every year. We'll help you understand where your organisation is today, build capability for the future and see the impact on business performance. Here's how...

Your professional body. Your natural partner.



The CIPD is uniquely placed to help you future-proof your organisation by addressing your fundamental people challenges.

We set the international professional standards in HR, L&D and OD. We're the name behind the research, development programmes, qualifications and professional accreditations that are shaping and defining our profession. And we're able to provide an expert and independent point of view on the workplace changes affecting your organisation.

There are **five core stages** to our approach. Where we start your journey will depend entirely on your organisational needs.



Define

Outline what great HR, L&D and people management looks like in your organisation.



Diagnose

Benchmark skills and capability to gauge your team's strengths and areas for development.



Build

Unlock the full potential of your people through our range of learning programmes.



Recognise

Create a culture of world-class HR and L&D through CIPD membership.



Sustain

Keep skills relevant and support your team to thrive through effective CPD.

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Define

Outlining what great HR, L&D and people management looks like in your organisation.

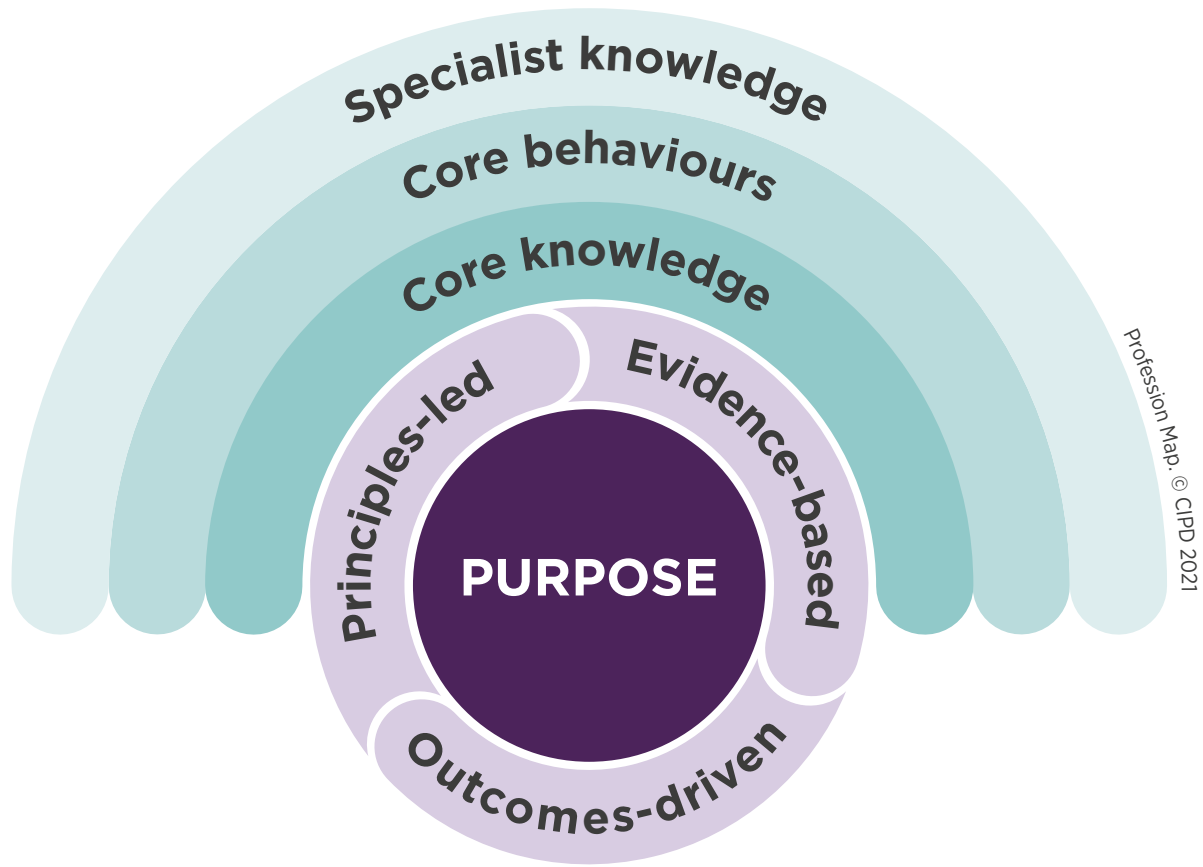
Our Profession Map sets international standards of excellence in HR and L&D. Developed in collaboration with 19,000 people professionals worldwide, it's designed to prepare organisations like yours for the journey ahead, by defining what your teams need to become true experts in people, work and change.

Working with us, you can apply the Profession Map to:

- align **your people strategies to business priorities**, maximising the value delivered by your teams

- learn how HR and L&D are really viewed in your organisation and **where your teams can make their greatest impact**
- **evaluate your people practice** against the overarching purpose, values and standards of our profession
- **create your own competency framework** using the profession map as a basis





Profession Map. © CIPD 2021



Diagnose

Measure skills and capability against internationally-recognised standards.




The Profession Map also underpins our benchmarking solutions. Our most popular assessment is our HR and L&D Diagnostic Tool, a 360° online skills questionnaire rating your HR and L&D professionals against gold-standard knowledge and behaviours.

It's the perfect tool to review capability across large, diverse teams, helping you to:

- understand exactly where your team's strengths lie
- prioritise your development investment
- tailor your development efforts to individual needs.

We'll work with you at every stage, from mapping your roles against industry standards and carrying out the assessment, to helping you engage your team and advising on the outputs.





‘The insights, guidance and advice the team received through this CIPD exercise, were crucial for us to ensure we role model learner lead learning.’

Louisa Clarke - Group Head of People, Chalhoub Group

Build

Learning programmes to unlock the potential of your people

Build HR and L&D capability

When your teams learn through the CIPD, they get direct access to the latest research and insights in our field. On courses co-created with industry thought-leaders and practitioners, they'll build the skills and confidence to inspire action, influence change and drive business value.


We offer a range of online, face-to-face and blended training programmes. We can also work with you to identify your top learning priorities and create a bespoke programme to fit.

Capability development

We delve into the hottest topics in HR and L&D, including:

- developing the **next generation of HR Business Partners**
- helping new or less experienced HR administrators effectively add value to the organisation through a comprehensive introduction to the **role and activities of Human Resource Management**
- using effective **workforce planning** to steer your people strategy
- gaining essential skills for leading a **future-focused OD function**
- making **evidence-based** decisions using HR data and analytics.





**'It was an excellent workshop,
I really enjoyed being apart
of this class. The trainer did
an outstanding job, and
the technology was handled
very well.'**

Past attendee, Saudi Aramco



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Build

Accreditation for your teams

World-renowned CIPD qualifications

We don't just lead the way, we set the International standard when it comes to HR and L&D. That's why our qualifications were meticulously designed and developed through our evidence-based model* that will guarantee best practice at every level.



Connect your teams to the CIPD

When your employees study with us, they'll:

- connect to the best expertise and insights in the people profession
- gain the confidence to solve problems and the credibility to recommend solutions connect to a worldwide network of people professionals through CIPD membership
- gain access to a wide range of resources, including research and insights, and learn how to respond to the challenges in the workplace – helping your organisation to thrive.

*Find out more about our Profession Map [here](#)





Build

Building people management capability



Great managers play a crucial role in engaging employees, supporting your people strategy and helping your organisation to succeed. Our programmes help your managers and leaders build the knowledge and confidence to reach their potential and add maximum value.

We've developed a portfolio of courses to cover every vital aspect of people management, including:

- introducing new **managers** to their new responsibilities
- helping managers develop their own **coaching style**
- **the art of influencing** for maximum impact
- **equipping non-HR managers** with key HR concepts
- preparing managers to **become effective leaders.**

'Our recent work with CIPD allowed us to consider the skills and behaviours we as HR professionals need in order to be fit for future. Using the CIPD Professional Map we were able to benchmark our People Partners against global external professional standards and reflect on where the development focus needed to be on both an individual and team wide scale.'

**Louisa Clarke - Group Head of People,
Chalhoub Group**

Recognise

CIPD membership to embed a culture of world-class HR and L&D

Many practitioners face the pressure of proving their professionalism. If you want to establish a baseline of credibility across your organisation and beyond, nothing fits the bill like CIPD membership.

HR and L&D practitioners who prove they meet rigorous CIPD standards are more influential, respected and valued. And since accreditation celebrates your team's successes and inspires pride in their work, they feel great about it too.

Many organisations link CIPD membership to their learning framework as part of their development offer. We also help existing members upgrade to the right membership level.

Others come to us for Experience Assessment: a direct route to CIPD membership for experienced HR and L&D professionals. We offer a Group Experience Assessment managed service that makes it easy for busy professionals to earn

'CIPD supports my profession in terms of best practices and latest trends. It has changed my HR personality.'

Shoug Al Ahmed Assoc CIPD Associate member, Bahrain

accreditation in their own time, without disruption to their daily work. We check in regularly to keep candidates motivated and on track, while you receive regular progress updates and a final insights report.



Routes into membership

There are two routes to CIPD membership:

1

Experience Assessment:
recognising experienced
HR and L&D practitioners

2

**CIPD
Qualifications**

There are four levels of **CIPD membership grades**:

Foundation Member

Foundation CIPD

typically...

you are applying knowledge to deliver strong tactical support in the people profession..

Associate Member

Assoc CIPD

typically...

your work is operational with some complexity: you're beginning to contribute your thinking to people issues and solutions in your organisation.

Chartered Member

Chartered MCIPD

typically...

you are working strategically and operationally with some complexity. You are actively driving and managing change to meet your organisation's needs.

Chartered Fellow

Chartered FCIPD

typically...

you are combining strategic insight and people expertise with commercial acumen, to change the way organisations think about their people.

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Sustain

Keep skills relevant and support your team to thrive.

To solve the workforce challenges of the future, your people must do more than reach their peak. They need to remain there; to excel, evolve and embrace change consistently for years to come.

With CIPD membership, your people get access to an extensive range of time-saving tools to connect your teams with the people, research and resources they need to stay on top of their daily work and career planning.

These include:

- **Knowledge hub**
Essential resources to support work and studies including 200+ business, HR and L&D journals, plus research updates, policies, factsheets, podcasts and blogs.
- **Free learning for members only**
Access to cutting-edge online learning content to support and enhance your practice in a changing world of work.
- **Online communities**
Share challenges and views; learn from the experience and knowledge from peers.
- **Events and networking**
CIPD members benefit from member-only networking events and preferential rates for the CIPD Middle East People Conference and Awards as well as international conferences and exhibitions.





We have helped hundreds of organisations across sectors to plan for tomorrow and face it with confidence.

Call us on +971 (0)4 275 6900

Visit cipd.ae/employers



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