

CIPD



Inspire better

Introducing the CIPD's
Employer Solutions team.

Reimagine work

Imagine a world where work was built around people.

A world where organisations know their value and build cultures that help nurture people. A world where people and profit go hand in hand, and societies flourish as a result. People professionals have a pivotal role to play in shaping this world. And the CIPD exists to help them do it.

Together, we can reimagine the world of work - and make it work for everyone.

By professionalising people teams, we can build effectiveness and recognition through accreditation, and help individuals drive impact.

We can embed new standards of excellence and help people functions to pivot into truly strategic forces.

“We’ve got to re-imagine what HR is and what we want HR to be in the future. We are in danger of sleepwalking into the future, dreaming of the past and not recognising what is right in front of us.”

CIPD People Profession 2030 Report

Introduction

Organisational success begins with people - and that means your people function has a pivotal role to play in your organisation's future.

By partnering with the CIPD, you'll gain the insight, knowledge and expertise you need to inspire excellence across your organisation.

We'll partner with you to professionalise your people function. We'll help you to develop the capability, impact and credibility of your teams so that they can drive sustainable change. And we'll work with you to set new standards for the years ahead.

We've been championing better work and working lives for over 100 years. We do it because we know organisations thrive when they put people first - and societies do, too.

So if you want to spark change, start with us.

Inspire better. Partner with the CIPD.



Why partner with the CIPD?

CIPD is the partner of choice for the people profession, working with more than 320 organisations. We're here to help leaders like you inspire the best in your teams, and spark change at the highest levels.

We set the gold standard for HR, L&D and OD professionals everywhere - and bring together a global network of over 160,000 members.

We're experts in what we do. And together with people professionals like you, we'll be championing better work and working lives for years to come.

By partnering with us, we'll work with you to help your organisation to thrive. You'll get:

- data-driven evidence to prove your value and impact
- tools to professionalise your teams, build your capability and credibility
- the confidence to pivot from a supportive function into a truly strategic one.

With us by your side, you'll master the art and the science of people - and inspire better across your organisation.

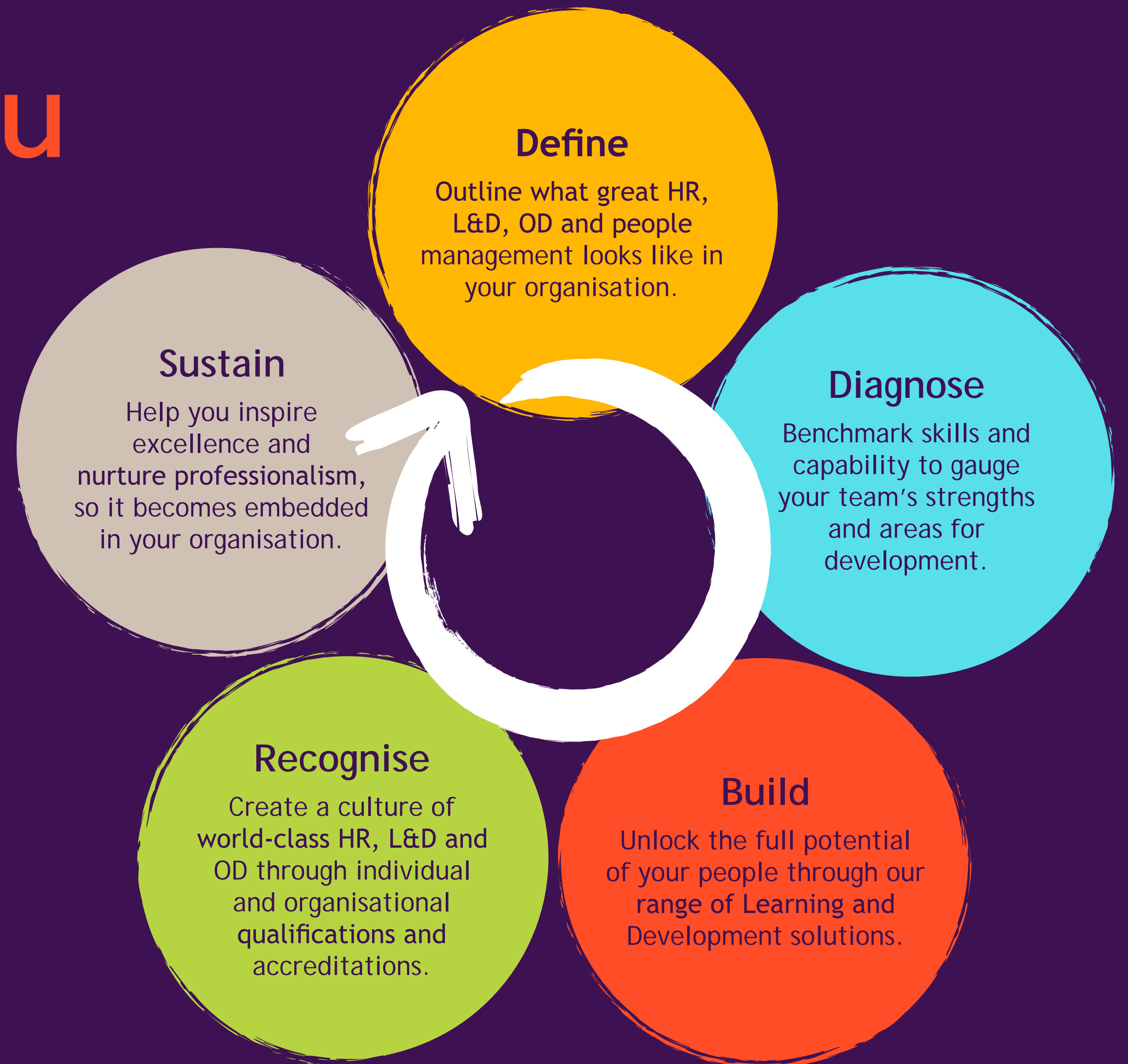
An aerial view of two kayakers in orange kayaks on teal water. The kayakers are wearing blue helmets and yellow life jackets. They are positioned on the left side of the frame, with one slightly ahead of the other. The water is a vibrant teal color.

How we work



Working with you

We'll meet you where you're at - and tailor our approach to suit your strategic aims. We'll do this using our **five stage model** for change:



How we work

Define

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

Our Profession Map will help you define what your teams need to do to become true experts in people, work and change.

Developed in collaboration with more than 20,000 people professionals worldwide, it sets the international standard for excellence and is designed to prepare organisations like yours for the journey ahead. Plus, because it's renewed and updated twice a year, you can be confident it always reflects the current best practice.

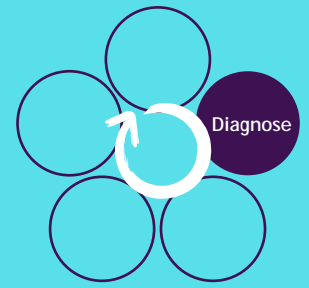
Working with our expert advisory team, you can apply the Profession Map to:

- align your people strategies to business priorities, maximising the value delivered by your teams
- learn how HR, L&D and OD are perceived 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 HR competency framework underpinned by CIPD's professional standards, with our expertise and guidance.



How we work

Diagnose



Measure your team's skills and capabilities against internationally recognised standards.

Using our Profession Map as a benchmark for best practice, we'll help you pinpoint where to invest in professional development.

We'll use methods that range from simple assessment solutions through to in-depth tools, delivered either face to face or virtually.

We'll help you identify the potential of your HR, L&D or OD team to deliver against your priorities, and provide a clear view of the strengths and capability gaps.

We'll also gather perceptions of your teams from across your organisation, building up a clear picture of the challenges ahead.

Whatever your needs, we'll tailor our approach to suit you - and give you the data to make the right decisions.

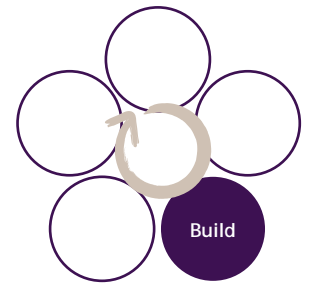
Inspire better - with the CIPD.

Our recent work with the CIPD has allowed us to consider the skills and behaviours we as HR professionals need to be future-fit. Using the CIPD Profession 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.

Chalhoub Group

How we work

Build



Unlock potential and build capability with our world class Learning and Development solutions.

When your teams learn with the CIPD, they get direct access to the latest professional research and insights.

And through courses co-created with industry thought leaders and practitioners, they'll build the skills and confidence they need to inspire action, influence change and drive business value.

We offer a wide range of Learning and Development solutions to suit employees at every level - whether in HR, L&D, OD or wider people management. These solutions include:

Essential Insights

Help your teams to quickly grasp a subject with our Essential Insights, available through CIPD membership and subscriptions. Delivered online and updated regularly, they're available whenever you need them. Topics range from people analytics and recruitment to organisational development and design.

Introductory Programmes

Give your employees a sound introduction to a core area with our Introductory Programmes. Learning is delivered online and covers everything from ethical practice and impactful learning, to restructuring and business acumen.

Development Programmes

Designed to build capability and impact, these programmes provide a deep dive into a specialism, such as employee wellbeing or data protection. They're practical and applicable. Delivered online and face-to-face, they help embed learning into practice.

Accredited Programmes

For experienced professionals, our accredited programmes provide recognition, help to build effectiveness and increase impact. Through formal assessment, your employees can demonstrate specialist capability and deepen their knowledge - even after the programme ends - through our digital communities.

By improving the capability of your people, you can inspire better work across your organisation.

How we work

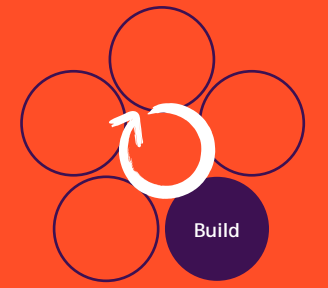
Build

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.

Building capability

We delve into the most pressing topics in HR, L&D and OD to:

- inspire the next generation of HR Business Partners to effect change
- unlock the strategic potential of your workforce to steer your people strategy and deliver on business outcomes
- help your teams master the essential skills for leading a future-focused L&D function
- drive evidence-based decisions using HR data and analytics.



“The CIPD Strategic Workforce Planning programme provided us with the knowledge, tools, and frameworks needed to develop a strategic approach to managing our workforce. We gained a deep understanding of the importance of aligning our workforce with our business objectives, we learned how to identify critical skills gaps, anticipate future talent needs, and develop robust strategies to attract, retain, and develop our employees.”

**Abdul Raheem, Senior Human Capital Director -
Seddiqi Holding**

How we work

Build

Professionalise your teams

Inspire better – with world-renowned CIPD qualifications

We set the global gold standard when it comes to HR, L&D and OD. Our qualifications are designed using an evidence-based model, guaranteeing best practice at every level.

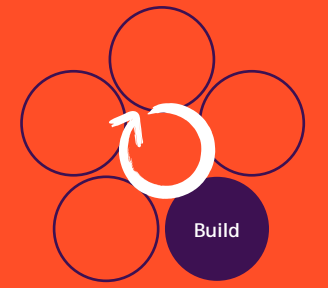
Through blended learning solutions, we deliver qualifications globally and at scale to meet your development needs - wherever you are.

Connect your teams to the CIPD

When your employees study with us, they'll:

- gain access to the best expertise and insights in the people profession
- develop the confidence to solve problems and the credibility to recommend solutions
- connect to a worldwide network of people professionals through CIPD membership.

With CIPD qualifications, you're giving your employees the very best professional foundation. You'll be equipping them with the knowledge, skills and confidence they need to truly excel - and the accreditation to prove it.



“The team that supported us were great...there was real expertise around how you look at and analyse data.”

**Katie Landy, Senior HR Business Partner,
BBC**

How we work

Build

Inspire your leaders

Great managers help an organisation to thrive. They play a crucial role in bringing your value proposition to life - engaging employees, supporting your people strategy and delivering on your goals.

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:

- empowering new managers to meet their new responsibilities
- inspiring managers to develop their own coaching style
- mastering the art of influencing for maximum impact
- equipping non-HR managers with key people skills
- transforming new managers into effective leaders.



How we work

Recognise



CIPD membership for your teams

HR, L&D and OD 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 choose to link CIPD membership to their learning framework as part of their development offer. This has the benefit of providing staff with access to the latest research, legal helplines and employment law support. Others come to us for Experience Assessment: a direct route to CIPD membership for experienced HR, L&D and OD professionals.

The good news is that we are now able to combine our learning solutions with an accelerated form of our Experience Assessment service, which takes into account the learning and impact achieved.

This makes it easy for busy professionals to earn accreditation in their own time, without disruption to their daily work.

As part of this combined service, we check in regularly to keep candidates motivated and on track, while you receive regular progress updates and a final insights report.

A note for participants

Having completed a learning programme with a minimum of 50 hours, participants will undertake specific CIPD digital learning, submit evidence of workplace impact and go through a professional discussion. Successful completion will bring learners into CIPD membership at Chartered Member Level.

“CIPD membership gives you confidence in your professional ability and equips you to be a really strong HR professional.”

**Debbie Alder, Director General of HR,
Department for Work & Pensions**

How we work

Recognise

The path to membership

There are two routes to CIPD membership:

1. Experience Assessment: recognising experienced practitioners. This includes individuals who have completed 50+ hours through CIPD learning programmes.
2. CIPD qualifications

There are four levels of CIPD membership grades, recognising skills and experience:

Foundation CIPD

Foundation Members apply knowledge to deliver strong tactical support in the people profession.

Assoc CIPD

Associate Members typically work in operational roles with some complexity: they're beginning to contribute their own thinking to people issues and solutions in your organisation.

Chartered MCIPD

Chartered Members work strategically and operationally. These individuals are actively driving and managing change to meet your organisation's needs.

Chartered FCIPD

Chartered Fellows combine strategic insight and people expertise with commercial acumen, to change the way organisations think about their people.



How we work

Recognise

Inspire a culture of professionalism

We know that one of the biggest challenges people professionals face is proving their credibility and professionalism - and making their strategic role clear within an organisation.

By becoming a recognised **People Development Partner**, you're proving that you are raising the capability, credibility and impact of your people function - and inspiring a culture of excellence.

To become a CIPD People Development Partner, your function must:

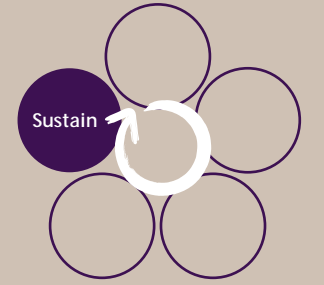
- align to our Profession Map
- be committed to professionalism by supporting accreditation
- ensure continuous professional development
- provide entry points to the profession through graduate training programmes
- give back to the profession by supporting our research, exemplifying good practice and highlighting challenges with people strategies.

As a recognised People Development Partner, you'll boost your credibility - and show the world your commitment to professionalism.



How we work

Sustain



Deliver for your organisation by inspiring better year after year

Sustaining high standards and embedding a culture of continuous improvement and professional development is crucial to making business impact.

By working with us to build capability and pursue professionalism, you'll have everything you need to make that impact, and create long-term value for your organisation.

Along with qualifications and accredited programmes, CIPD offers Corporate Affiliate for those wishing to offer membership benefits without the need to qualify, alongside on-demand learning opportunities at scale. Our learning hub subscription makes it as easy as possible for anyone working in HR, L&D, OD and related disciplines to make professional development a day-to-day, career-long priority.

Whatever your starting point, we'll help you to inspire better - and drive sustainable change. With us by your side you can:

Pivot HR as a strategic function

You'll be able to engage with senior leaders to set the agenda for change, and connect your people strategy to your organisation's objectives. You'll be able to overcome obstacles and mitigate risk - and build a people strategy that delivers.

Build an agile and dynamic workforce

You'll establish a flexible and dynamic workforce, equipped with critical skills and knowledge - kept up-to-date with access to our expert content. And you'll strengthen current and future leaders, fuelling sustainability and resilience across your organisation.

Increase profitability

With a more efficient people function, you'll be able to improve quality and productivity, meet targets and reduce attrition.

Create sustainable organisational performance

You'll create a sustainable workforce with improved retention, acquisition and experience. You'll inspire better employee engagement and wellbeing, as well driving diversity and inclusion - and you'll enhance your reputation.

Deliver your purpose

You'll generate lasting value and become a champion for better work and working lives. You'll do so from a distinctly human standpoint - and reflect the gold standard for people professionals everywhere.

"I really value the conversations we have with the CIPD team about where people and business trends are heading - and what our response needs to be."

James Goodman FCIPD,
HR Director, Tesco

James is just one of the leaders who, with the CIPD, is reimagining work.

Ready to reimagine work?

Every year, we help hundreds of people teams across the sectors to innovate, grow and help their organisations to succeed.

By partnering with us, you can be one of them. You can master the art and the science of people - and inspire better across your organisation.

Ready to get started?

Get in touch

Call us on
+971 (0)4 275 6900

Or visit
cipd.org/ae/organisations





Inspire better.

Partner with the CIPD.

CIPD

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