BEHAVIOURAL SCIENCE AT WORK
CONFERENCE AND WORKSHOP

2-3 October 2018
Millennium Gloucester Hotel, London
cipd.co.uk/behavioural-science

Why attend this conference?

✔ Help to lead employees through change with an understanding of neuroscience

✔ Increase neurodiversity in your team leading for competitive advantage

✔ Learn how to apply behavioural insights to support mental health in your workplace

✔ Measure whether your bonus and recognition scheme results in unethical behaviours

Unlocking potential with behavioural science

The secret to unleashing your workforce’s potential lies in their behaviour. Evidence shows that a bespoke working culture tailored to its humans results in engagement, productivity and a profitable ROI. Learn how to shape HR functions with your people in mind to drive productivity and promote a healthy well-being culture. Develop your understanding of what motivates work behaviours, how different people react to stress and why neurodiversity amongst employees will give you a competitive advantage.

Who should attend?

- HR Directors, People Directors, Heads of HR, HR Officers and Business Partners
- L&D Advisors, Consultants, Leadership Development Managers and Business Partners
- HR Analytics Experts, People Analytics Leaders and Heads of HR Insight
- Behavioural Science Specialists, Forecast Analysts and Insight Researchers

Speakers include

Ian Iceton, River and Mercantile plc
Zara Loughrey, Bupa
Alexander Johnson, University of Oxford
Sophie Daud, Department for Work and Pensions

Book your place at cipd.co.uk/behavioural-science

Discounted rates for CIPD Members
CONFERENCE SCHEDULE | 2 OCTOBER 2018

09:00  Registration and refreshments

09:30  Chair’s opening remarks
Jonny Gifford, Research Advisor, CIPD

09:40  A successful partnership: HR’s collaboration with behavioural science
You will learn:
• ways to apply a multidisciplinary, strategic approach to behavioural science
• how to use behavioural science to transform HR functions for the better
Sophie Daud, Behavioural Science Advisor, Department for Work and Pensions
Will Downes, Senior Research Officer in Behavioural Science, Department for Work and Pensions

10:20  Using behavioural science to align personal goals with organisational objectives to inspire a motivated workforce
It will explore:
• how to empower employees to map out personal goals alongside organisational objectives
• how to create a sustainable and rewarding plan to fulfill your aspirations and excel at work
Alexander Johnson, Lecturer, University of Oxford

11:00  Morning networking and coffee break

11:20  How to manage your mental energy to maximise your productivity at work
It will explore:
• the factors which help your brain to function at its best
• planning the working day to get the best out of your brain
• what you can do to consciously manage your mental energy
Hilary Scarlett, Director, Scarlett and Grey
BEHAVIOURAL SCIENCE AT WORK CONFERENCE

CONFERENCE SCHEDULE | 2 OCTOBER 2018

12:00 ‘Habits and nudging’ - Utilising behavioural science to improve HR strategies and develop people effectively
It will explore:
- practical steps in strategically supporting employees through their development
- the role of memory aids, attitude accessibility and commitment play in the efficacy of habit formation in employee’s development
- how the principles of Nudge theory can inform learning and development

Behavioural Science Specialist

12:40 Networking lunch

13:40 Do bonus and recognition schemes lead to unethical behaviours?
A panel of specialists will discuss:
- do reward programmes cause unethical behaviour?
- how do you manage negative behaviour triggered by these schemes?
- what are the alternative ways to motivate and reward employees?

April Williams, Head of HR Policy, Reward and Industrial Relations, Department for Transport
Zara Loughrey, Reward Director, Bupa
Kim Atherton, Chief People Officer, OVO Energy
Ian Iceton, Managing Director, Talent, Performance and Reward, Group HR Director, River and Mercantile Group plc

14:20 Increasing neurodiversity in recruitment for competitive advantage
This session will explore:
- organisations who have tried and tested neurodiversity recruitment practices
- the benefits and ethical obligation organisations have to promote neurodiversity
- how to apply neurodiversity to your HR initiatives to broaden your talent pools

Ian Iceton, Managing Director, Talent, Performance and Reward, Group HR Director, River and Mercantile Group plc
CONFERENCE SCHEDULE | 2 OCTOBER 2018

15:00  
Afternoon networking and coffee break

15:20  
**Moving beyond fruit and fitness to create a holistic approach to well-being**
This session will explore:
- how and why most well-being initiatives fall short of wide organisational impact
- apply an evidence-informed framework for evaluating well-being across different levels
Robert Baker, Founder and Managing Director, Tailored Thinking
Gary Butterfield, Co-Founder and Executive Director, Everyday Juice

16:00  
**Interactive reflection**
A roundup facilitated by the chairperson to:
- reflect on what’s been shared throughout the day
- feedback main themes and key takeaways to help you plan how to apply your learnings

16:20  
**Chair’s closing remarks**
Jonny Gifford, Research Advisor, CIPD

---

Discounted rates for CIPD Members

Join the conversation  
#CIPDBSaW
Applying behavioural science to nurture a brain-friendly culture and inspire high performance

A sound grasp of the theory is the first step in unleashing the potential of behavioural science at work. But to really make a difference, HR need to apply the concept to initiatives and practices in order to leverage a strategic, competitive advantage and drive a culture that optimises brain performance, well-being and engagement to move closer to achieving overall business goals. This practical workshop will aim to provide you with the skills to transfer your behavioural science learning into practical application in order to enhance the effectiveness and value of your functions and promote a brain-friendly, happy and supportive workplace.

Gary Luffman,
Director, Think Change Consulting

Gary is an Occupational Psychologist and co-owner of Think Change Consulting, a firm specialising in the translation of neuroscience and psychology into practical tools and techniques in the workplace. Gary’s focus is on helping organisations to navigate change successfully and develop their workforce to meet customer and operating needs. He is an experienced consultant, facilitator, assessor and coach who has designed and delivered courses for a wide variety of international audiences and clients. He is also a regular conference and corporate events speaker to large audiences. Before setting up Think Change Consulting, Gary was director of a psychology based business consultancy, helping to develop and apply scientifically robust methodologies to recruitment, development and succession planning projects.

You will learn how to:

Apply behavioural science to develop your HR functions:

- understanding what motivates people’s behaviour to develop your reward
- initiative evolving your performance management system to incorporate behavioural insights
- ways to make recruitment initiatives more inclusive to broaden talent pools

Apply behavioural science to develop your workplace culture:

- using behavioural science to make meetings more brain-friendly
- innovative ways to transform your office environment and help brains work better
- methods for supporting and improving employee well-being to support mental health at work

Book your place at cipd.co.uk/behavioural-science