



Impellam Group

SEMINAR SYNOPSIS

Volume 2

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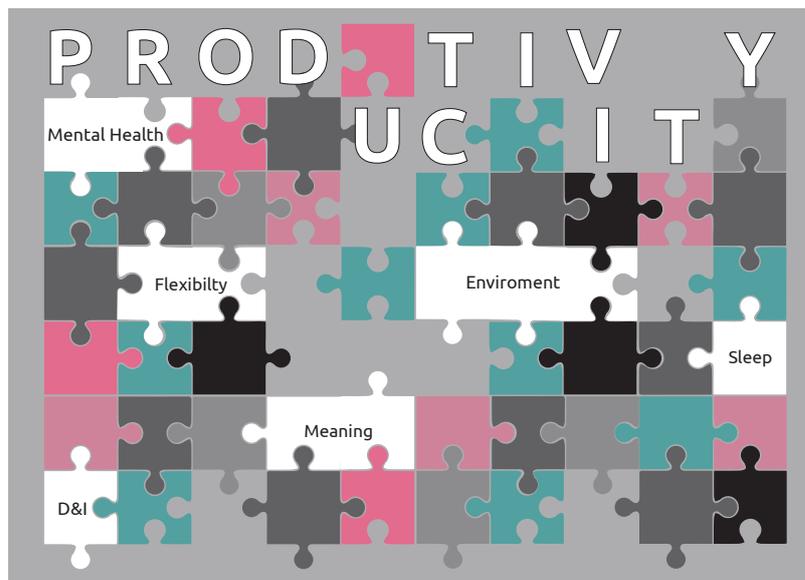
PRODUCTIVITY

Businesses everywhere are trying to get 'more for less' to increase the output of what they already have, to increase their Productivity. Yet **1/3** of British businesses have seen no increase in Productivity since the millennium.

Typically **90%** of a company's cost base is people related, so any improvement we can get in employee's productivity will dramatically impact your bottom line. To achieve this, we have traditionally focused a lot of effort on management, process, tools, systems and engagement.

However, in focusing here, we can miss the human at the centre of it all and an appreciation of what enables them to be productive. In this series of seminars, we will address the fundamental importance of human beings by placing them front and centre and explore innovative ways through which businesses can maximise human productivity in the modern world.

Productivity is a puzzle and as with any good puzzle there are multiple pieces that all add to provide a solution.

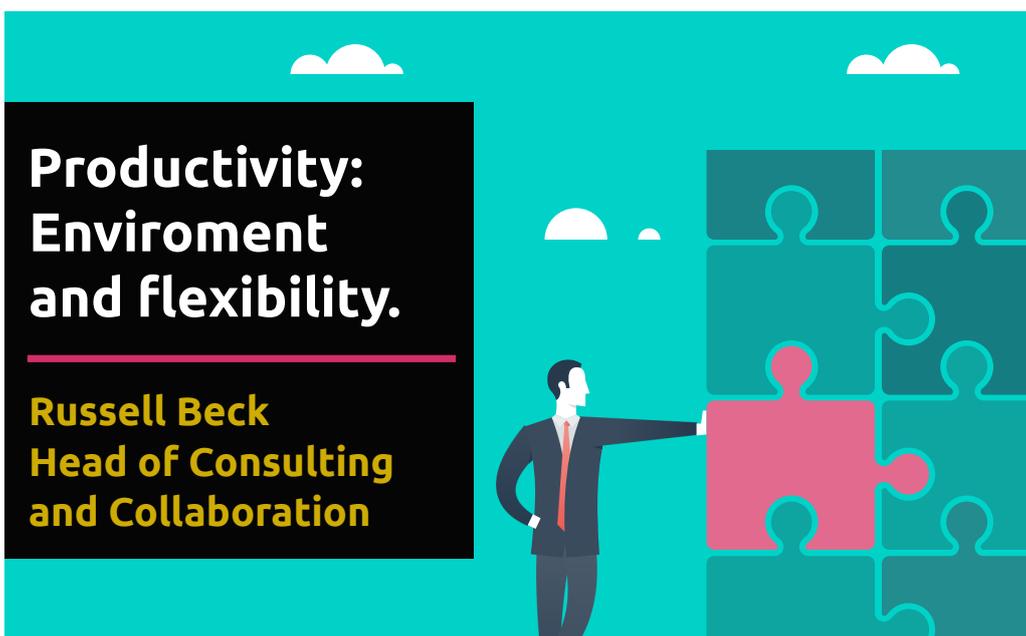


ENVIRONMENT AND FLEXIBILITY

Some **90%** of a company's costs are people related, so any improvement we can get in employee's productivity will dramatically impact your bottom line. To achieve this, we have traditionally focused a lot of effort on management, process, tools, systems and engagement.

However, in focusing here, we can miss the human at the centre of it all and an appreciation of what enables them to be productive. In a new series of seminars, we will address the fundamental importance of human beings by placing them front and centre and explore innovative ways through which businesses can maximise human productivity in the modern world.

The first seminar will look at how the physical environment within which we work (*i.e. the office space*) and how having the ability to work how we want to work (*ie flexibility*) both impact productivity. You'll gain a clear understanding of exactly how work environments and flexibility impact productivity, office hacks you can implement today and a methodology to enable flexible working. Taken collectively, the independent research says these will increase employee productivity by over **250%**.



SLEEP

A McKinsey survey of business leaders found “**almost half - 46% - believe that lack of sleep has little or no impact on leadership performance.**” They are unbelievably, and frighteningly wrong. Sleep permeates every aspect of your being. It impacts our health, our mental wellbeing and our work. Just **ONE** bad night’s sleep will reduce our productivity by **57%**.

Two thirds of adults throughout **ALL** developed nations fail to obtain sufficient sleep on work days and this comes at a cost. The economic cost of insufficient sleep in the UK has been estimated at USD50bn or **1.86% of GDP** – or over **£740 million** a week.

This seminar will consider:

- **Sleep and why we take it for granted**
- **Why should we bother – does a lack of sleep impact us?**
(Short answer: yes in ways you will have never imagined)
- **The impact of lack of sleep on business**
- **How you can get more sleep**
- **What businesses can do.**

This will surprise and shock you in equal measure. Sleep matters. But it also comes with good news; it is never too late to start. If your Wellness Program is not considering sleep then you are merely tinkering at the edges of the problem.



MEANING

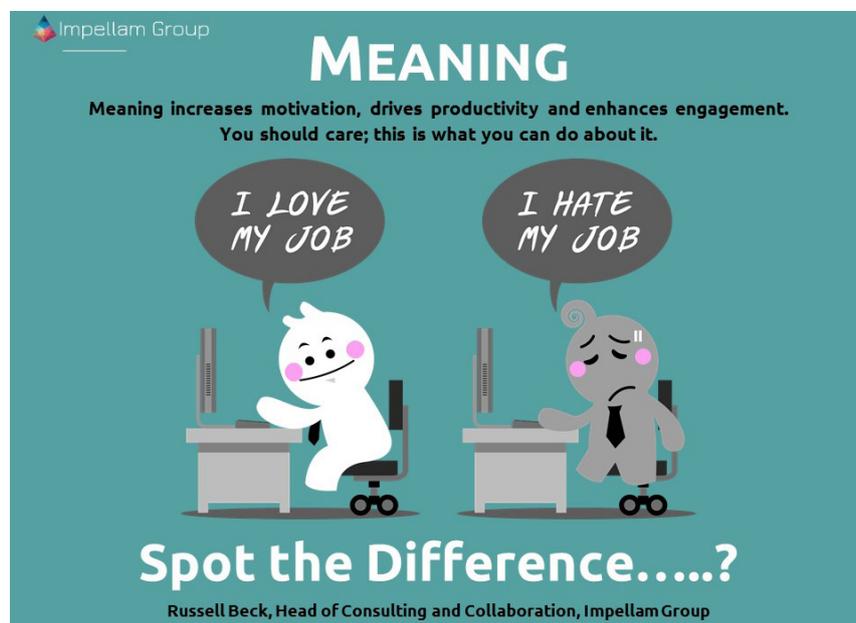
Your workforce think their jobs are meaningless. According to a recent YouGov poll, **50%** of people with a full-time job in the UK were 'entirely sure' their job made any sort of meaningful contribution to the world. **37%**, however, were quite sure it did not. Given the number of jobs and professions — such as doctors, firefighters, teachers, farmers, and cleaners (*who would naturally feel their job provides value in some form*) — this broadly means everyone working in an office feels their job is meaningless. In other words, if the job suddenly didn't exist, they feel like no-one would notice. What a waste. Meaning increases motivation, drives productivity and enhances engagement. You can no longer afford to ignore this.

Come to a free seminar to learn:

- **Why meaningless work destroys us as people**
- **Why pay doesn't motivate – especially today**
- **The benefits of meaningful work – to all parties**
- **How we got here.....**
- **...And eight tangible strategies you can use to enhance meaning**

Our employees want more meaning, with 90% saying they would be willing to earn LESS money to do MORE meaningful work. Businesses also benefit — with highly meaningful work generating additional productivity equivalent to a 29% pay raise for every single worker in the UK.

What have you possibly got to lose?



RUSSELL BECK

Our seminars are all delivered by our Group Head of Consulting and Collaboration, Russell Beck.

Internationally acknowledged as a thought leader in Talent Management, Russell brings an unrivalled level of passion and insight to everything he does. Highly insightful and with an unrivalled depth of experience across industries and geographies, Russell thinks differently, challenges norms and envisages better ways of working.

A charismatic and inspirational public speaker Russell considers wide-ranging issues impacting the world of Talent and has worked extensively considering the future of work, employee engagement, performance management, employer branding, why it is so hard to hire good people, the challenges and opportunities of managing a multi-generational workforce and the best colour to paint your office walls to make your employees more productive. To each he brings a depth of insight, knowledge and thought provoking challenge to help business better manage their most important asset, their people. He works with management and senior leadership teams of companies of all sizes from Fortune500 and FTSE100 to SMEs.





If you would like to know more, or to attend one of our events please contact:

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Or visit our **EventBrite** page(s) at: <https://www.eventbrite.co.uk/d/united-kingdom/russell-beck-impellam/?lc=1&mode=search&page=1&q=russell+beck+impellam>