WELCOME!
University of Birmingham Business Club
Breakfast Briefing

‘Health & Wellbeing: How to keep your workforce motivated.’

Thursday 23rd April 2015
Benefits of being a member...

• Access to BizzInn space
• Regular Business Briefings
• Opportunity to ‘showcase’ business or research
• Intelligence regarding funding calls
• Networking
• Invite only events eg Distinguished Lecture series
• Much more besides....
University of Birmingham Business Club
Breakfast Briefing

‘How to keep your workforce motivated – developing Emotional Capital’

Phil Fellows,
Executive Director & Co Creator,
Activ8Change

Keynote Presentation
How to keep your workforce motivated – developing Emotional Capital
There’s money in emotion
## Employee engagement and profitability

<table>
<thead>
<tr>
<th>Study</th>
<th>Findings</th>
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<tbody>
<tr>
<td>Gallup (2010) The state of the global workplace: A worldwide study of employee engagement and wellbeing</td>
<td>- 47,000 employees / 120 countries</td>
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<tr>
<td></td>
<td>- Outperformance by 10.5%</td>
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- 11%  
- 62%  
- 27%
Emotional Intelligence – the science
What is Emotional Intelligence (EI)?

In the last ten years, the most sensational strategy for building emotional capital has been to focus on developing emotional intelligence.

Emotional intelligence is an indispensable set of social and emotional competencies for leveraging knowledge and emotions to drive positive change and business success.
How do we measure EI?

The Emotional Capital Report (ECR) is a 10 minute online assessment that provides scores on the ten emotional skills that distinguish superior performance.
There is value to having the ability to manage your behaviour, along with the positive morale, engagement, and commitment of others, it determines how well you live your life, as well as business success.
Leadership and Extra Effort
What’s the evidence?

**Emotionally intelligent leaders are more successful**

**Selection**
(Metropolitan Life)

High optimism ... **sold 37% more** life insurance policies in first two years.

Agents in **top 10%** for optimism **sold 88% more** than those ranked in most pessimistic 10%.

*Source: Martin Seligman, (1990)*

**Retention**
(Construction Industry)

Private sector - 25.6% annual turnover
Base cost to replace employee $14,000
Large firm - 40,000 full-time employees

=> Reduce turnover rate by 10%...

**Cost reduction of $50 million p.a.**

*Source: Employee Policy Foundation & Bureau of Labour Statistics*

**Performance**
(L’Oreal)

High EQ sales people brought in **$2.5m more in sales**

*Source: EI Consortium*
Leading companies using Emotional Capital
How to keep your workforce motivated – developing Emotional Capital
Understanding wellbeing and emotional impacts of work

Les Wright
Assistant Director HR: Workplace Wellbeing

UNIVERSITY OF BIRMINGHAM
What is the central idea?

• It is increasingly common to hear or read about organisations becoming more aware of wellbeing, and issues relating to the impacts of work on health (including mental health).

• It is likely that a better understanding of people and their health at work (health in a much broader definition than previously) will differentiate “good” employers from the rest.

• And this will directly impact on engagement and performance.
Growing recognition of wellbeing

Well-being plays a central role in creating flourishing societies. Focusing on well-being at work presents a valuable opportunity to benefit societies by helping working individuals to feel happy, competent, and satisfied in their roles. The evidence also shows that people who achieve good standards of well-being at work are likely to be more creative, more loyal, more productive, and provide better customer satisfaction than individuals with poor standards of well-being at work.
Public Health England agenda.

‘Finding a solution to a complex problem’

Six essentials for workplace well-being
- Resources & communication
- Control
- Balanced workload
- Job security & change
- Work relationships
- Job conditions

Public health concerns
- Physical activity
- Healthy Eating
- Alcohol and drug consumption
- Smoking
- Mental health
So what is wellbeing?

• Being defined through various lenses.
  – Health (a condition individuals can achieve and maintain)
  – Behaviour (individual choices to achieve wellbeing)
  – Psychology (emotional and other impacts)
  – A set of values or ethics an organisation can promote.
  – Performance enhancing outcome related to engagement.
  – Standards and charters organisations can achieve to demonstrate commitment to their employees and communities.

• Wellbeing is being scientifically modelled, discussed as a social and cultural phenomena (in the media), and increasingly understood by individuals as a life-style choice.

• The challenge is for organisations to make sense of this and meet the stakeholder expectations?
Figure 1. The dynamic model of well-being (adapted from Thompson and Marks,\textsuperscript{12} and the Centre for Well-being\textsuperscript{13})

- **Good feelings**
  - day-to-day and overall
  - e.g. happiness, joy, contentment, satisfaction

- **‘flourishing’**

- **Good functioning**
  - e.g. to be autonomous, competent, safe and secure, connected to others

- **External conditions**
  - e.g. material conditions, social context

- **Personal resources**
  - e.g. health, resilience, optimism, self-esteem

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Resilience model

- **Confidence**
  - Having feelings of competence, effectiveness in coping with stressful situations and strong self-esteem are inherent to feeling resilient. The frequency with which individuals experience positive and negative emotions is also key.

- **Purposefulness**
  - Having a clear sense of purpose, clear values, drive and direction help individuals to persist and achieve in the face of setbacks.

- **Social Support**
  - Building good relationships with others and seeking support can help individuals overcome adverse situations, rather than trying to cope on their own.

- **Adaptability**
  - Flexibility and adapting to changing situations which are beyond our control are essential to maintaining resilience. Resilient individuals are able to cope well with change and their recovery from its impact tends to be quicker.
Approach to wellbeing at UoB

• We seek to understand wellbeing and implement good practice.

• Seek practitioner ready tools (and these should be relevant to SMEs.)

• Use research to inform policy and practice where we can.

• We have established a community of interest around work, wealth, and wellbeing (W³) and continue to explore ways of turning research findings into practitioner ready tools.

• We strive for a single community of health (increasing the shared services for both staff and students).

• We understand that business decisions create emotional responses (and seek to anticipate these and support where appropriate).
Examples of Practitioner ready tools

- HSE management standards (for work-related stress).
- CIPD Management competencies
- Coaching-based safety advice.
- ACAS services and tools
- DWP Wellbeing tool

Check list based approach to help understand what line-managers need in the way of competencies to support the delivery of wellbeing in the workplace.
Department of Work and Pensions
Workplace Wellbeing Tool

- **FREE** - Web-based tool
- Model your costs
- Develop business case for investment

<table>
<thead>
<tr>
<th>Investment appraisal</th>
<th></th>
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<tbody>
<tr>
<td>Net present value</td>
<td>#####</td>
<td>?</td>
</tr>
<tr>
<td>Benefit to cost ratio</td>
<td>3.8</td>
<td>?</td>
</tr>
<tr>
<td>Payback period (in years)</td>
<td>0.77</td>
<td>?</td>
</tr>
<tr>
<td>Internal rate of return</td>
<td>1.4</td>
<td>?</td>
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Taking action

• Find out what other people are doing.
• Identify some reliable information sources and support resources.
• Consult your stakeholders.
• Look for evidence and behaviours which indicate the current state of wellbeing.
• Plan, do, check, and act.
• Further communication and feedback.
• Share the learning.
Thank you for listening.

Les Wright

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Elevator Pitches

Tariq Khan
Knowledge Transfer Secondments
Knowledge Transfer Secondment (KTS)

Aim: Transferring Knowledge through secondments

- Seconding University staff to external organisations
- Seconding staff from external organisations into the University
Case study

• Since 2003, the price of gas and electricity has skyrocketed in the UK.

• Producing methane gas from biodegradable material that is broken down by micro-organisms could help.

• Pre-digestion techniques make it easier for micro-organisms to ‘digest’ waste material are the key to improving effectiveness in this area.

• Blue Sky Bio had a technique but needed to better understand its science to improve it further.

• £29,372 award supported a 12 month KTS.
Who is involved in a KTS?

- Outward secondees’: postgraduate researchers, postdoctoral researchers, technical/experimental officers/ permanent members of academic staff.

- Inward secondees’ may be any relevant employee of a user organisation.

- Any number of secondees’ may be included in a project.
Outward secondments

The KTS will support:

- KTS - up to 75% of the outward secondees’ salaries, superannuation and NI contributions
- reasonable travel and subsistence costs as necessary to support the secondees’
- up to 50% of the costs of consumables

For outward secondments, the User Organisation will be expected to provide:

- 25% or more of the secondees’ salaries, superannuation and NI contributions
- appropriate infrastructure and equipment to enable the secondees’ project work
- 50% or more of the cost of consumables
Inwards secondments

The KTS will support:

- KTS- up to 75% of the inward secondees’ salaries, exclusive of pension and NI contributions
- reasonable travel and subsistence costs as necessary to support the secondees’
- reasonable research consumables

For inward secondments, the *User Organisation* will be expected to provide:

- 25% or more of the secondees’ salaries and 100% of their pension and NI contributions
Mobility Scheme

- Medical and life sciences
- Short term placements
- Projects upto £10k
- Inward: 75% contribution to salaries
- Outward: 100% contribution to salaries
Application process

☐ Calls quarterly

☐ Please read the guidance notes

☐ Contact us

☐ Next deadline – 20.5.15
Help available

- Guidance notes
- Research support Teams
- Tariq Khan, Research Development Officer, Research Innovation Services x 47093/t.khan@bham.ac.uk
Thank You!
Next Pitch

Rosalind Jones
Entrepreneurial Marketing

Dr Rosalind Jones

r.jones.4@bham.ac.uk
0121 414 6696
a) I’m a Chartered Marketer CIM
b) Research and Consultancy- in new ventures and small firms
c) Firms (any sectors) with marketing issues and challenges; NPD launches, market research, etc.
d) Discovering new solutions-providing outcomes from research!
Entrepreneurial Marketing

<table>
<thead>
<tr>
<th>What we do</th>
<th>What we need</th>
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</thead>
<tbody>
<tr>
<td>Research-discovering</td>
<td>Access to SMEs to explore</td>
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<tr>
<td>successful strategies for</td>
<td>entrepreneurial marketing</td>
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<tr>
<td>SMEs</td>
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<table>
<thead>
<tr>
<th>What we offer</th>
<th>Our USP</th>
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<tbody>
<tr>
<td>Research, consultancy =</td>
<td>Creating and supporting</td>
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<tr>
<td>helpful outcomes</td>
<td>development of new and growing businesses</td>
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Thank You!
Next Pitch

Dev Gill
University of Birmingham
Business Club Birthday bash
(October 2015)

Dr Dev Gill
s.s.gill@bham.ac.uk
Tel: 0121 414 9545 or 0792 057 3648 or other team members
# Request for Case studies

<table>
<thead>
<tr>
<th>Mission</th>
<th>What we need</th>
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<tbody>
<tr>
<td>Facilitate links between Academics and local companies, bridge between “distress buying” and long term strategic relationships</td>
<td>Volunteer companies to help us to develop Case Studies – so that we build on successful examples</td>
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**What we offer**

Publicity for your company, as well opportunity to develop relationship with both University academics and other Business club member companies

**Timescales**

In next two months please, to hold interviews and write up ready for October celebrations
Please make contact with a member of the team @ University of Birmingham Business Club
Dr Dev Gill
s.s.gill@bham.ac.uk
Tel: 0121 414 9545 or 0792 057 3648
Thank You!
Next Pitch

Katie Fulcher
Boost your Business with an Internship- How Graduate Advantage can help you

Katie Fulcher
k.fulcher@graduateadvantage.co.uk
0121 204 4066
Why are we here?

Resource need to help smaller businesses grow

“Brain Drain”: Trend for skills to go to London or Manchester

Build a stronger link between SMEs and Universities

What can we offer?

Not for profit recruitment services

Access to Graduate and Postgraduate talent pool

Funding: £1,000 support available

Collaboration: West Midland Universities

Who we work with

Any West Midlands based SME looking for an intern! We have 100% industry sector coverage

(59% of our clients are micro businesses)

How do we do it?

Large company approach for the smaller business - writing adverts, advertising, collecting applications, shortlisting

Cost effective and time saving
Any further questions please get in touch!

Katie Fulcher
k.fulcher@graduateadvantage.co.uk
0121 204 4066
Thank You!
Next Pitch

Angie Reynolds
Birmingham Research Park

Angie Reynolds
Research Park Manager
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BIRMINGHAM RESEARCH PARK

What we do

The principal aim of the Research Park is to provide the right resources and environment for your company to flourish.

Past and present tenants have built successful businesses based upon the University’s own reputation in biotechnology, computer systems, medical diagnostics and scientific instruments.

IRD building nearly 90% occupied and rising!
BIRMINGHAM RESEARCH PARK

What we offer @ The BioHUB
http://www.thebiohub.co.uk
Fully Serviced Lab Stations in the Innovation Lab
Laboratory Services and shared equipment

Our USP
This unique location makes the Research Park the best location in Birmingham for young ‘high growth’ companies that need access to both the best research minds and the biggest markets in this part of the UK
Thank you to our speakers and for your attention