



## **Investors in People unveils new approach**

*Business improvement organisation launches expanded framework and tailored support for organisations*

Investors in People UK has launched a new approach to delivering flexible, practical and personal business improvement support to employers of all types and sizes. It has also unveiled an expanded framework to deliver depth and breadth expertise and new forms of recognition which acknowledge employers' commitment to continuous improvement.

The launch is the culmination of a two-year development programme, involving input from over 150 employers and piloting in Scotland and two UK regions. It will enable Investors in People to work closely with customers on their specific business needs, provide wider depth and breadth of support and more detailed assessment feedback on priority issues.

The launch comes at a time when employers of all sizes and sectors are in increasing need of guidance and support in the face of challenges brought about by the economic downturn. New research commissioned by Investors in People UK shows that 42% of UK workers believe that their organisation could do more to make the most of its people's talent to help it through the downturn.

Investors in People's new approach will be bolstered by the expansion of its framework from which organisations can draw according to their needs. The Investors in People Standard will now be complemented by Bronze, Silver and Gold recognition, which are designed to celebrate success as well as sign-post areas for further improvement and provide additional stretch for those who want it.

Simon Jones, Chief Executive of Investors in People UK said: "We are very excited about the benefits this new approach offers employers of all sectors and sizes, and are delighted it has received strong support from both employers and government. Customers have told us their needs are changing, and we have responded with this new, flexible approach based totally around their needs. We can act as their business improvement partner to help them through current challenges and beyond."

Under the new approach:

- Investors in People advisors and assessors will work with individual organisations to understand their business goals and the priority areas with which Investors in People can help them.
- Investors in People advisors and assessors will then help each customer build a development path, drawing on areas of the extended Investors in People framework most relevant to their business needs.
- Customers will also receive tailored feedback on the issues that matter most to them and their business goals.

Lord Tony Young of Norwood Green, the Skills Minister, said: "I welcome this ground-breaking development. These are testing times, but the new Investors in People approach – and its expanded framework – will help organisations gain valuable and practical support. It also shows the important role that Investors in People is continuing to play in the UK's skills and productivity agenda."

Investors in People was established in 1991, since then it has helped many thousands of employers to develop and enhance their organisations. Its new approach will be formally launched by Lord Tony Young on Wednesday 6 May, and will be available immediately to organisations of all types and sizes throughout the UK.