

Making a difference: our best practice & development programmes for members

As a member, you are not on your own but part of a community with others facing many similar challenges: we are passionate about helping each other. Widely recognised as the 'go-to place' for support teams and business leaders, the Forum helps professionals recognise how what they do is important, define skills or performance gaps and create a roadmap for improvement and professional development.



"For the last decade, the Forum team have always been to me a focal point, for understanding the true meaning of best practice and what we should be looking to achieve."

Steve Pink,
Head of Operational Performance,
LV=

"A real insight. An absolutely fabulous, exciting and empowering day with some innovative and creative speakers."

Dee Chapman,
Contact Centre Manager,
Essex and Suffolk Water

"Very well delivered, very interactive and very thought provoking."

David Kyle,
Team Leader,
North East Ambulance Service

Use our knowledge and exposure to best practice to help you drive improvements. Contact Dave Vernon, Head of Membership, or any of our team to discuss how this exciting programme of activities can help you and your teams to be fully effective in adding value to your business.

Contact us

0333 123 5960
advice@planningforum.co.uk
<http://ppf.bz/ForumMember>

Are you fully utilising our support to drive improvement?

2015 sees a new focus for the Forum's best practice programme and the chance to sign-up to our professionalism programmes, now available to all members. By focussing our support on your business imperatives, we are here to help you make a difference.

The Forum's Best Practice Challenge Programme

In 2015, three challenges form the heart of our Best Practice Programme for members, in Planning, Insight and Quality to help you make a tangible difference in your organisation. Engage with our latest best practice materials and develop best-in-class methods for your organisation. As members, you will:

- Work alongside other members of the community as well as colleagues from other parts of your organisation on the 2015 Challenge theme.
- Continue your work from last year's programme or take advantage of the challenge network to share best practice on your other business priorities.
- Make structured time in your calendar, at no extra cost, so you drive improvement without losing focus on business-as-usual.

This new focus to the annual best practice programme in each Forum reflects the huge value that members gained from the challenges in 2014. For each challenge we provide structured tasks and focussed resources to support you in progressing work, before, during and after each of the 3-4 workshops during the year. Why not register now to ensure these are scheduled in your personal diary?

The **Virtual Learning Environment**, **Best Practice Webinars**, **Conferences** and **Member Advice Services** will still deliver support on a wide variety of topics. Occasional workshops, networking or social events are also included in the **2015 Membership Programme**.

Advice and support for every member organisation

Our team of independent experts offers over 150 years of industry experience in professional roles; we've been out there and done the job. Our professional network of members and accredited professionals offers many, many years' practical experience. Are you leveraging this to gain maximum impact?

Virtual Learning Environment and Best Practice Publications

Our virtual learning environment provides more than a thousand specialist best practice videos, articles, case studies and research documents – plus specialist social forums and support networks. With technical developments due in 2015/16, let us know if you would like to become involved in making this fabulous resource even easier to access.

Ask the Expert: our Member Advice Service

Many members find that a quick chat or an email conversation, when starting a new initiative, is valued support. Whether directing to relevant research or case study material or by reaching out to others in our professional network, they feel the difference. If more intense support is required, we can discuss your requirements for our mentoring, on-site support, consultancy or learning and development programmes.

The Annual Member Review and Member Workshops

The member review is a 2-hour workshop or series of meetings, usually held on-site, each year. Many members are now upgrading this to run annual or quarterly workshops. These can be combined with Standards Benchmarking. This is the chance for us to understand your business imperatives in order to:

- Review with you how you can maximise the benefits of your membership, focussing our support programmes to deliver tangible value to the business.
- Discuss how we can support you to develop the capability of each professional support function, raise standards and drive further improvements to deliver your business imperatives.

Free Professional Accreditation for Nominated Members

Membership is normally paid for by an organisation, with Nominated Members gaining access to our advice and support services and gaining discounts on training programmes. From your next renewal, any Nominated Member can now upgrade, at no extra cost, to become an Accredited Professional in any of our Professional Forums. Individuals can also join as Accredited Professionals for just £6.50 per month. An unlimited number of colleagues can now receive our free **Top Tips** and specialist **News Update** service.

Four Conferences and Four Award Programmes

Customer Strategy & Planning 2015

The Forum Conference in April brings together experienced professionals in all the specialist Forums with business leaders and industry experts. This a fantastic opportunity to hear real, insightful learning from experienced practitioners on the most significant issues and trends facing our industry.

The Innovation Awards & Best Practice Site Visits

These prestigious awards provide industry recognition for change programmes and innovations that have delivered significant measurable improvements for employees, customers, business and other stakeholders. All the finalists present at the Forum Conference and host Best Practice Site Visits so that members can learn first hand how they achieved their success.

A Conference and Awards programme for each Professional Forum

Each Professional Forum will hold an annual conference and awards programme: UK Planning Conference & Awards, UK Data, Analytics & Insight Conference & Awards and UK Quality & Customer Experience Conference & Awards. The new awards will recognise individual specialists or teams; winners (or their managers and colleagues) will share their story at the conference, making these awards a vital part of the annual calendar of learning and best practice.

The Three Pillars of Professionalism

Significant, continuing investment by the Forum has created world-class programmes. These have become a benchmark of excellence for professional standards, available globally and across multiple professional communities. As part of our professional community you are never on your own; we are passionate about helping each other to make an effective difference.

Standards – Standards Audit, Benchmarking and Support for specialist support teams

How do you know your support function is doing a great job? Benchmark against the best, using our independent and comprehensive standards, the only industry framework to robustly assess maturity in each key specialist capability. Benchmarking creates a roadmap for improvement and, when you feel ready, a full peer-review Audit leads to public accreditation of your standards.

Accreditation – Professional Accreditation and Continuing Professional Development (CPD)

Are you ready to stretch yourself at each stage of your professional career? Providing independent accreditation for your personal skills, our comprehensive capability framework enables you to focus your development and to credibly evidence your knowledge or experience. As an accredited professional, you get access to our CDP programme and professional network.

Qualifications – University Qualifications and Professional Development Programmes

In partnership with the Ulster Business School, our world-class learning and development programmes now give access to undergraduate qualifications that combine the best of both academic and business worlds. This is the first globally-awarded University BSc in the Customer Contact environment, designed in conjunction with the industry, to recognise the importance of professionalism in customer contact.

Learning and Development

Specialist training to close critical capability gaps in the business

Utilise our training or best practice resources in many specialist areas: volatility & flexibility, forecasting, real-time, back office, outbound, field operations, speech analytics, quality assurance and many more:

- **Specialist training workshops** and master classes are interactive and practical, using material derived from real-life experience with support from expert tutors, mentors and fellow professionals.
- **Development programmes** combine workshops, mentoring and virtual learning. Work before & after workshops, supports applied learning, with many students delivering significant business benefits.
- **On-site workshops** can support priority change projects within your organisation or be customised to fast-track change in your organisation in conjunction with other programmes.

Professional Development Programmes

The most powerful & highly-recommended programmes are those that lead to University Qualifications, a well-supported development path for specialist analysts and planners at every level:

- **Essential Skills & Knowledge** – Modules that offer comprehensive understanding and a solid foundation for anyone new to planning, analysis or analytics.
- **Advanced Specialist Development** – The chance to broaden and deepen specialist skills to an advanced level, exploring new approaches and business report-writing skills.
- **Strategic Stretch and Challenge** – In the BSc Honours year you learn about other business functions and strategy, gaining research experience and expanding your thinking.

Membership is your gateway to many different levels of support

We're here to help you develop the capability of each professional support function, raise standards and drive improvements to deliver your business imperatives. Many members are now moving beyond basic membership, to plan an annual membership programme of focussed improvement using our comprehensive best practice, professionalism, development & support services. **Take a look at some illustrations** of how you can use your membership.

Conference Membership	Introductory Membership
New to the Forum: Use membership to attend 2 of the Conferences & Site Visits. Use Virtual Learning, Webinars, Ask the Expert but no on-site Member Review or Challenge.	New to the Forum: Use membership for the Planning Challenge and 2 of the Conferences. Use Site Visits, Virtual Learning & Webinars. Use Ask the Expert and on-site Member Review.
Development: 2 Nominated Members. No Accredited Professionals or Development.	Development: 5 Nominated members applying for Accreditation. No training or development.

Focus on Resource Planning	Focus on Customer Experience
Small operation: The focus for 2015 is to use membership to develop capability in Planning.	Strong customer focus: Use membership to support work on Customer Experience, Quality & Analytics.
Best practice: Take part in the Planning Challenge, 2 Conferences and Standards Benchmarking for Planning.	Best Practice: Challenges in Quality & Insight. Attending 3 Conferences. Award nominations for 2 individuals.
Advice and Support: Ask the Expert, Virtual Learning, Social Networking, Webinars & Member Review.	Advice and Support: Ask the Expert, Virtual Learning, Social Networking, Webinars & Member Review.
Development: Nominated members to be Accredited Professionals. 1 team member on the University Development Programmes.	Development: Nominated members to be Accredited Professionals. 2 speech analytics specialists on the University Development Programmes.

Focus on Raising Standards	Focus on Team Development
Strong customer focus: Use membership in all 3 Forums and signing up to Standards Audit and Benchmarking.	Competitive & compliance focus: Drive improvement by developing capability in all the support areas.
Best Practice: Challenges in Planning, Quality & Insight. All 4 Conferences. Award nominations for 2 teams.	Best Practice: Challenges in Planning, Quality & Insight. All 4 Conferences. Award nominations for individuals & teams.
Support: Regular use of Ask the Expert and Virtual Learning. Upgrade to quarterly Member Workshop.	Support: Regular use of Ask the Expert and Virtual Learning. Upgrade to quarterly Member Workshop.
Development: Nominated members to be Accredited Professionals. Budgeting for 2 new team members and 3 rising stars on the University Development Programmes.	Development: Nominated members to be Accredited Professionals. Budgeting for 1 new team member and 6 rising stars on the University Development Programmes.

How can we help you drive improvements faster?

Our services can also be customised or delivered on-site and integrated with support from consultancies or other partners. Some members are now finding that specific challenges in their business or service mean that a more focussed period of external assistance is needed to jump-start changes and support the skills-transfer that builds up your capability in resource planning, analytics insight, quality and customer experience. See the separate flier or contact us direct to find out more.