

## AWARDS

# Momentum is building ahead of CIPD awards

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**M**OMENTUM is building ahead of the annual CIPD North East of England HR&D Awards as the spotlight falls on the first category.

This year's Change Management Project of the Year Award, sponsored by Cintra HR & Payroll Services, will go to the company which has best driven or enabled change initiatives in their organisation.

The awards, delivered alongside The Journal and associate sponsors Nigel Wright, will be presented at a bustling ceremony on June 11 at the Hilton Newcastle Gateshead.

Metro Radio stars Steve and Karen will be on hand to celebrate the Change Management Project of the Year Award which will showcase HR&D teams that have worked collaboratively to deliver a programme of business change – engaging with stakeholders and positively impacting on business performance.

Last year's award was handed to the team from Arriva North East & Yorkshire, in front of 370 guests.

Carsten Staehr, chief executive officer of Cintra HR & Payroll Services, said: "Cintra HR & Payroll Services is proud to once again sponsor the North East CIPD Awards.

"We have elected to sponsor the "Change Management Award", as the ability to change and adapt effectively is the cornerstone of all successful businesses, including our own. Cintra has been delivering award-winning Payroll and HR solutions for over thirty years and have not only grown and adapted our software but our business also.

"In the words of Charles Darwin: "It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

"The need to change is fundamental to survival, in both life and business.

"The pace of change in business conditions today is remarkable and the ability to adapt paramount.

"This award highlights those organisations that embrace change and see it as an opportunity for their business to progress and forge ahead of their competitors. To do this takes



**> Carsten Staehr CEO Cintra HR & Payroll Services**

vision, strong leadership and an open and supportive culture and we commend those who recognise the need for change and implement necessary adaptations successfully: possibly one of the greatest challenges a business can face.

"The North East itself has demonstrated a great ability to change and adapt: to redeploy skills and expertise and to welcome and nurture new industries, which enhance its already rich heritage.

"We are proud of our region, proud of the CIPD and proud to be a part of this prestigious event."

CIPD North East chair Elouise Leonard Cross was delighted that Cintra chose to sponsor the award category.

She said: "CIPD research published in January showed that of the HR&D professional's surveyed, a quarter saw managing change as their current top priority, with structural changes significant for most (61% in the public sector, 48% in the private). We know that many HR&D practitioners within the region are actively engaged in implementing and supporting business and organisational change."

Details of how to enter this year's awards will be available each Thursday in The Journal until April 23, the day before closing date for entries.

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## ENTRY INFORMATION

**Celebrate the profession, celebrate the region – CIPD North East of England HR&D Awards**

The 2015 CIPD North East of England HR&D Awards are open to all types of organisations, regardless of size or sector. The winners will be announced on 11th June 2015 at an awards dinner at the Hilton Newcastle Gateshead hosted by Steve & Karen of Metro Radio. The categories are:

- People Development Award
- Learning & Development Programme Award
- HR&D Technology Award
- Diversity & Inclusion in the Workplace Award
- HR&D Team of the Year Award
- Employee Engagement Award
- Health & Wellness Award
- Change Management Project of the Year Award
- Reward & Benefits Award
- SME HR&D Award

■ The deadline for nominations is April 24 and it's completely free to enter! To enter or for more information log on to [www.thejournal.co.uk/cipdawards](http://www.thejournal.co.uk/cipdawards) or contact Lesley Hampson, event manager, on 0191 2016435 or email [lesley.hampson@trinitymirror.com](mailto:lesley.hampson@trinitymirror.com)

■ Twitter: #cipdnewards



## Managing change is a personal thing

CHANGE is the new normal in today's business world, and HR&D is now widely recognised as the function responsible for developing organisational capability to enable companies to deal effectively with perpetual change.

HR&D must respond to the changing external environment, as well as shifting strategic direction driven from the top of the organisation. Fundamentally, its role is to make sure that the business is primed to deal effectively with change and that everybody is aware of, and supportive of, changes that are taking place.

This can involve expertly delivered internal communications, as well as the creation of competencies, initiatives and attitudes aimed at getting the buy-in of the business as a whole. Failure to achieve success in this critical area can result in a business losing its competitive edge.

As a provider of talent solutions, we are often very close to organisations while they are going through change. They could be expanding rapidly, establishing new business units, becoming more commercial, managing costs, acquiring a new business or launching a new product or service.

Usually, these activities go hand-in-hand with a period of organisational 'soul-searching', where the leadership team, together with HR&D, attempts to redefine the business's values and working environment. This is often where change is met with the most resistance from employees, and it is why engagement on a very personal level is crucial.

During periods of change, employees will naturally worry about job security, remuneration and benefits, career development and working conditions and so on. The best HR&D departments, therefore, are able to demonstrate unique and innovative ways to engage with workforces in such a way as to make it clear why change is necessary, but also get their people to recognise what the benefits will be for them and empowering them to feel that they're part of something new and exciting.

The CIPD Change Management Project of the Year Award recognises the HR&D led projects that deliver change in a personal and positive way. Over the coming months, we urge businesses who have successfully managed change during the last year, to enter this year's award.

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