

IMA Employers Forum, 23rd Feb 2016: Output from Workshop Activity

Dr B Jane Goff, 07/03/2016

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Challenge Requirements

Purpose

The purpose of the workshop session and pre-survey was to generate ideas and insights around the motivation and reward of Chartership and continued professional development (CPD). Drawing from the knowledge and experience of a cross section of people from a variety of IMA employers to inform best practice and create new ideas.

Aims or desired outcomes:

1. To gain insights on the practice employed by external organisations for Chartership and accreditation and their effectiveness.
2. To provide a stimulating and engaging discussion session.
3. To generate ideas and potential solutions for motivating and rewarding Chartership.

Approach

Pre-survey:

A pre-event survey was distributed to all registered attendees via email, see Annex A. This consisted of 5 questions around the motivation and reward of Chartership, CPD and organisational practice. Responses could be anonymous if desired. A total of 10 responses were received prior to the event. This was analysed and presented as stimulus material during the table top breakout sessions as part of the IMA Employers Forum event, see the output section below.

Subsequently a further 2 submissions were received and have been incorporated. Nine different employers are represented in the dataset; this is available to attendees.

Facilitated Table Top Discussions

All attendees participated in a one hour table top discussion; divided between two sessions in syndicates of up to 8. Each syndicate discussion was proactively facilitated with a range of different techniques to promote the debate. The two sessions considered slightly different questions but the output has been combined:

Session 1: How could individuals be motivated and rewarded to achieve Chartership

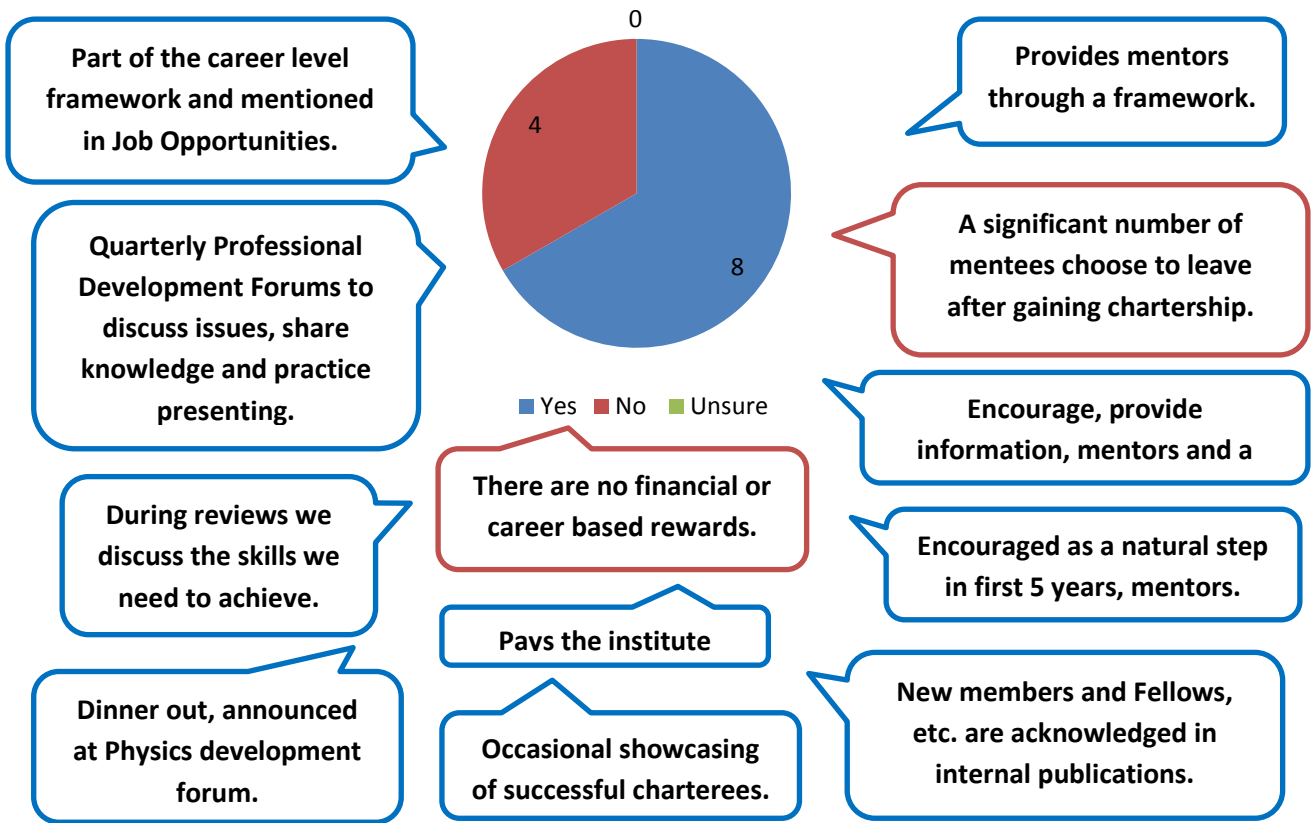
Session 2: How could individuals be motivated and rewarded to continue with professional development?

¹ **Dstl Innovation Advocates,][As**

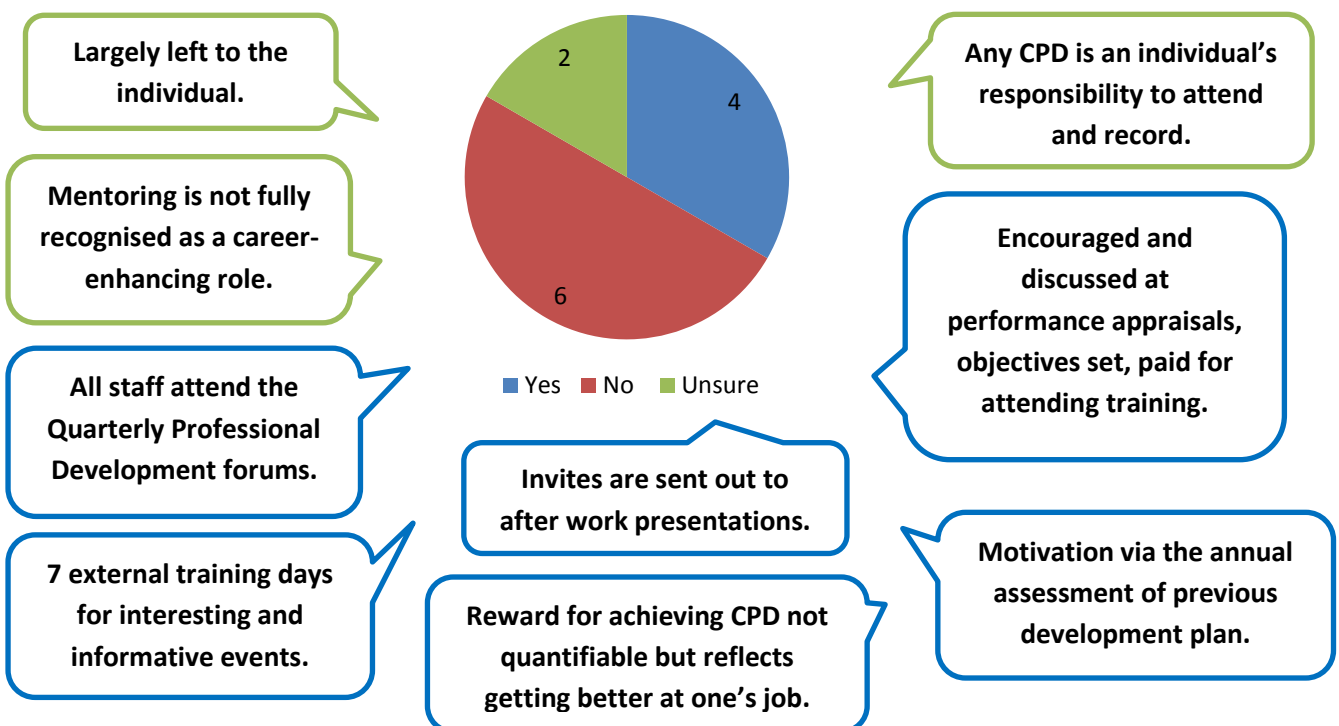
The][As are catalysts for thinking differently. We use scientifically proven thinking differently methodology to help you create better solutions, more quickly and save money. Trained in the TREEANGLE techniques developed by Treehouse we can help you achieve a surge forward on any challenge.

Survey output:

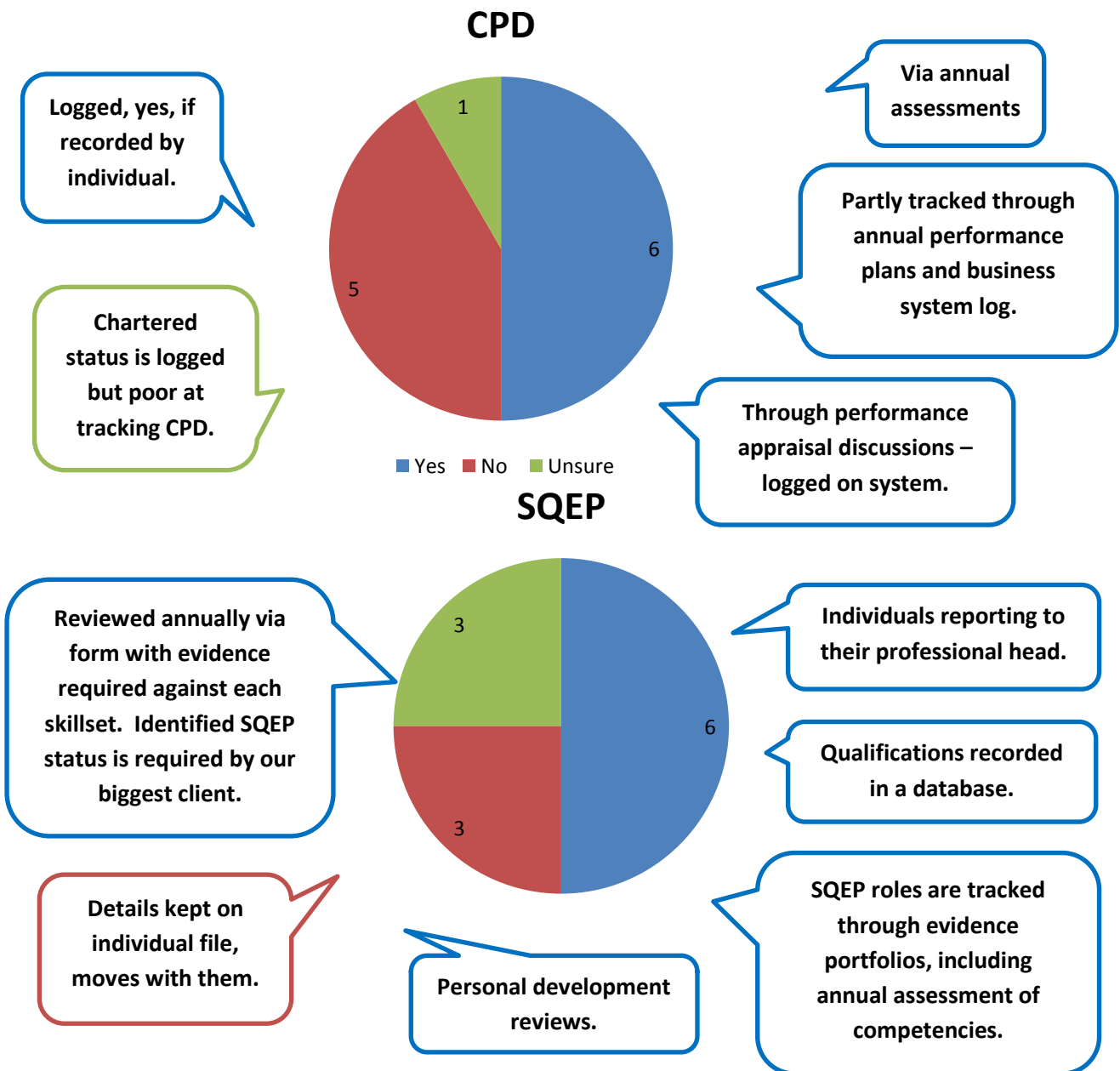
Does your company proactively motivate staff to become chartered?



Does your company proactively motivate staff to pursue CPD?



Does your company measure or track ...?



Other Comments provided:

- A bonus!
- Mentoring is considered an overhead and not fully recognised.
- No value seems to be added by having membership, although some roles list it as required, at senior levels most don't.
- Some technical areas require chartered status, e.g. Civil Aviation Authority. No requirement for mathematicians.
- Little perceived benefit of chartered status.
- Outside qualifications not needed to show how experienced an employee is.

Discussion Session Output

Why is Chartership important?

Attendees were encouraged to consider a variety of perspectives from the individual, employer, and institute. The perspectives captured have been combined and represented below; where a topic or idea was recorded multiple times this is represented by number.

Individual

1. Personal development

- Develop capability 2
- Currency of expertise 4
 - *Maths techniques move rapidly*
- Good at solving today's problems
- Avoid complacency
- Promotion and Recognition
- Personal growth 2
- Developing knowledge, breadth and depth 2
- Recreational maths
- Often for interest rather than Chartered status, etc.
- CPD should have a reflective element, i.e. what I get out of it 2
- Technical and interpersonal
- Independent recognition of threshold status 3
- Develops CV and attractiveness
- Comparability with other chartered people
- Provides a new goal post degree

2. Morale

- Having fun and enjoying job 2
- Well being
- Financial reward 2
- Local respect from colleagues and employer
- Individual puts in greater effort
- Healthy to invest in self
- Self respect
- More highly motivated staff
- Show of status
- Professional satisfaction
- Interest 3
- Exploit new opportunities
- I liked it
- Status

3. Working better

- Cross fertilisation
- Generating new ideas
- Increase chance of serendipity
- Improve innovation
- Demonstration capable of doing the job
- Drives pro activity
- Share best practice
- Creates networks
- Refreshed for the day job
- A better product
- More efficient
- Demonstrates professional integrity

Employer

1. Competitive edge

- Contribute to growth
- Do more with less
- Pace of change
- Good at solving today's problems
- Remain competitive
- Best possible service / advice
- A learning organisation
- Adaptive
- Active networking
- Competition between companies for best staff/work

2. Business

- Improved performance of company
- Stay in business 2
- Is it seen to be thriving in the market place?
- Cost effective to retain staff
- Better staff retention 2
- Positive for staff attraction
- Attracting the best people

3. Capability

- Currency of expertise 2
- Develop capability
- Ensure resources for work
- Targets and achievements

- Commitment to career development
- Motivated staff
- Role models
 - *Encouraging others*
- Recognition for individuals

4. Accountable

- Legal aspects
- Safety of people
- Increased accountability
- Compliance against law and regulation
- Independent recognition staff have attained threshold status
- Organisation has confidence in staff
- Professional drivers
 - *E.g. Engineering has a culture of chartered status*
 - *E.g. Legal, chemical, accountants require status before practicing*

5. Customers

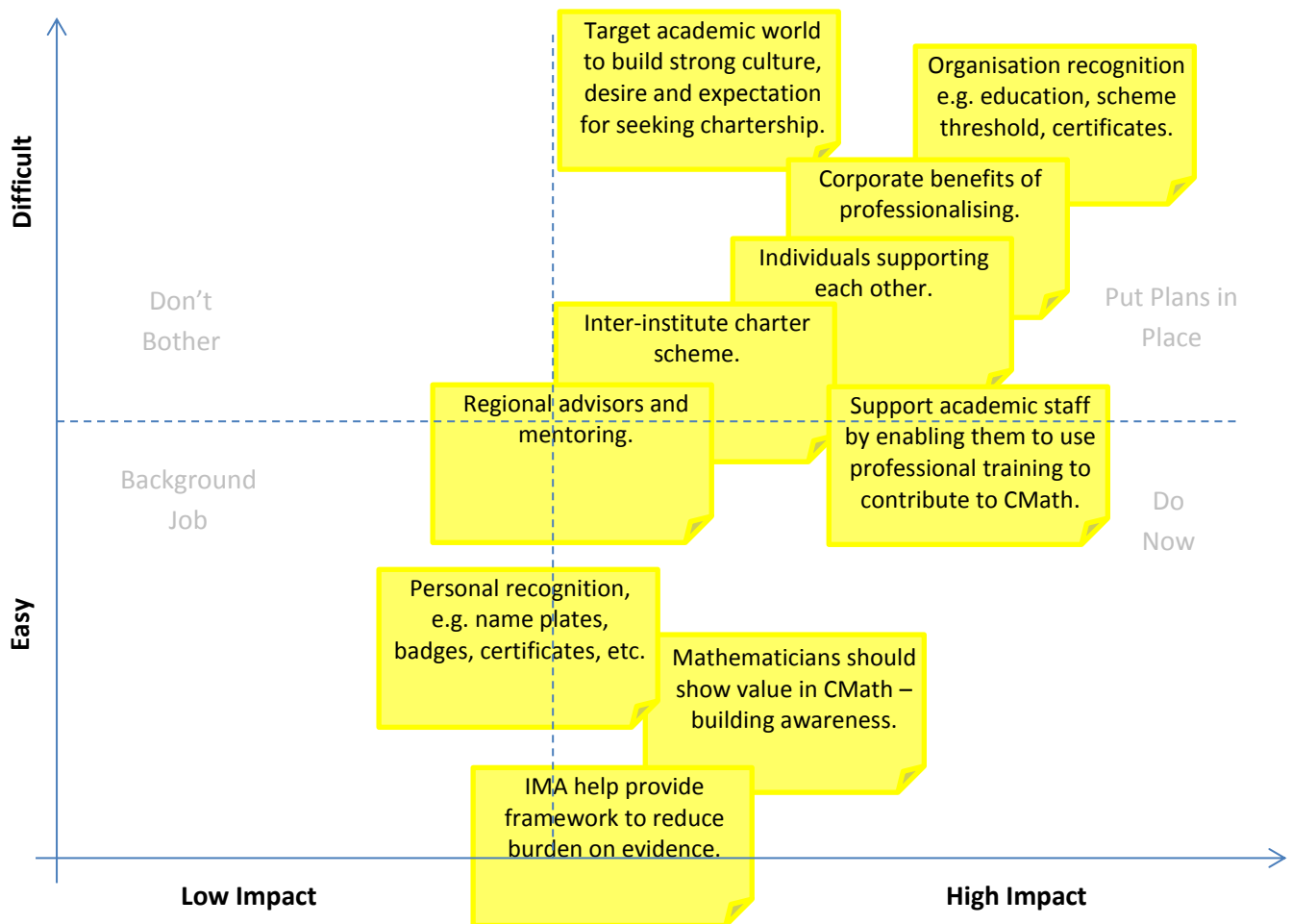
- Winning work
- Customer recognition
- Confidence in quality of delivery

Institute

- People have jobs
- Creates networks
- Some Charter schemes require continued accreditation
- Applications should be straight forward with clear requirements
- Education of employers
- Maths is very general in initial stages but provides independent recognition of professional aspects

Ideas for how to motivate and reward chartered status and CPD

Each syndicate rated their best ideas on a chart considering difficulty vs impact: combined and shown below.



All the other ideas generated are also captured below in no particular order:

- Recognition:
- Educating workforce
- Career record
- Graduate training scheme
- Promotion and responsibility
- Exclusive offers for chartered members that are not readily available for the public, e.g. visits, talks, etc.
- Shining a light on the benefits: identify key roles and mentor/work with them to develop chartership -> role model mentality.
- Investigate the approaches employed by other institutes regarding quality vs quantity of chartered membership to create the right balance.
- Joint accreditations with engineering institutions, i.e. CMath recognised as part of CEng and vice versa.
- Are there evidence of cases where projects have failed because of non-professional application that could be used as case studies for professionalism?
- Abandon CMath as a general qualification and focus on CMath for a specific standard.
- Letter on award to employer or certificate for presentation.

- Flexible approach to applications (clarity of evidence to support case)
- Clarity on requirements
- Encourage a sense that efforts have been noticed by managers, inc. senior managers.
- Seen as for the good of the team
- Cash
- Pre-requisite for certain roles
- CPD applications – making it easy and fun
- Webinar interviews and reviews, e.g. IEEE
- Start the process early, even while still at University
- Panel instead
- Gamify CPD
- Support IMA and CMath to become the most recognised brand in the world.
- “News in Maths” IMA provide interesting monthly newsletter to encourage and help capture other sources of news.
- Enable exchange programme of CMath staff between teams, perhaps organisations to promote cross pollination and interest.
- Promote example of great CPD in the organisation, e.g. Role models and interest
- IMA offers opportunities and recognition to support CPD. Highlighting these proactively with organisations.
- Recruitment should list chartered status and CPD as a desirable requirement
- Letter to employer on award (CEO)
- Employer/chartered membership awards dinner
- Regional advisors
- Support with applications
- Mentoring: career and process, not job
- Flexible approach for applications (logging impact)
- Provide time and money for CPD
- Mentoring outside of line management
- Smaller organisations would benefit from IMA network of mentoring support
- CPD points / coherent framework
- Chartered pin (physical and electronic)
- Graduation ceremony
- Post nominals
- Job titles
- Presentation and certificates
- Business cards
- Name plate
- Bonus
- Salary threshold unless chartered, then increase
- Financial recognition and reward

Annex A



Dear All,

As attendees to the IMA Employers Forum on the 23rd Feb 2016, I'd like to invite you to participate in a survey related to the theme of the event:

"Motivating and Rewarding Chartership"

This survey is attempting to collate a view on the current practices employed by organisations to motivate and reward Chartership and Continuing Professional Development (CPD). Attendees will have access to the output and it will be used as stimulus for a table-top activity during the event.

I sincerely hope you will be able to contribute.

Company/Organisation (optional):

Name (optional):

Institute status ? [Member or equivalent / Pursuing Chartership / Chartered / Fellow]

Institute:

1. Does your company proactively motivate staff to become chartered?
[Yes / No / Unsure]
 - a. If yes, what does your company do to motivate or reward staff to become chartered? [Free-text]
 - b. How effective do you think this is? [1 highly effective to 5 not effective at all]
2. Once Chartership is achieved, does your company actively motivate staff to pursue CPD?
[Yes / No / Unsure]
 - a. If yes, what does your company do to motivate or reward CPD? [Free-text]
 - b. How effective do you think this is? [1 highly effective to 5 not effective at all]
3. Does your company measure or track CPD? [Yes / No / Unsure]
 - a. If yes, how does your company measure or track CPD?
4. Does your company measure or track SQEP* status of staff? [Yes / No / Unsure]
 - a. If yes, how does your company measure or track SQEP status? [Free-text]
5. Is there anything else you'd like to add or propose additional questions not considered above in relation to motivating and rewarding Chartership? [Free-text]

Thank you very much for participating.
Dr B Jane Goff

*SQEP Suitably Qualified and Experienced Person