

**Thursday 29<sup>th</sup> September 2016**

### **CIPD and Engage for Success announce a new collaboration**

The CIPD, the professional body for HR and people development, has today announced a new collaboration which will see the CIPD become the prime sponsor of Engage for Success, the voluntary movement that promotes employee engagement as a better way to work. By working closely together they will combine their voice to influence and support organisational thinking and practice to build more engaged, productive and aligned workforces.

Engage for Success is a not-for-profit, voluntary movement which was launched by former Prime Minister David Cameron in 2011 with sponsorship from senior chief executives across the private and public sector, specifically to raise awareness and understanding of engagement in the workplace. The CIPD has been championing employee engagement for many years, working to develop HR capabilities and practices in support of this goal and seeking to influence wider policy and thinking through research and collaboration. Both organisations have shared ideas and networks in the past, but are today announcing their intent to come together and form a closer partnership in order to progress the employee engagement agenda.

#### **Peter Cheese, chief executive of the CIPD will assume the role of chairing the Engage for Success Board and comments on the collaboration:**

“In today’s fast-changing and uncertain world, for any organisation to survive and thrive, it needs to be able to get the best from its people. People are at the heart of any business and to give their best they need to be motivated, properly supported and trained, aligned with the purpose of the organisation, committed to its success and confident about the future.

“However, all evidence – from productivity figures to employee engagement levels – suggests there is still much work to do. In the face of concerns about well-being at work and a changing world in which the very nature of work itself is changing, now more than ever is the time to engage with our workforces and create cultures and businesses that not only perform better, but also do the right thing by their people.”

The new relationship between the CIPD and Engage for Success will help to ensure that the momentum that Engage for Success has already built is resourced, sustained and can grow as a movement. The CIPD will, in turn, benefit from the energy and reach that the movement brings to the wider community, continuing to grow its voice in debates about the future of work and the policy, political and organisational frameworks needed to support and encourage this.

**David MacLeod, Founder of Engage for Success comments:** “The new world of work requires new ways of thinking and this has to start with how organisations engage with their employees. We believe that there is a better way to work, a better way to enable personal growth, organisational growth and ultimately growth for Britain by releasing more of the capability and potential of people at work.

**Nita Clarke, Founder of Engage for Success adds:** “We are excited about the opportunity to work more closely with the CIPD to further this cause and build better, more engaged workforces that put people first. Through its sponsorship, the CIPD will help us to further equip organisations with the practical tools and ideas they need to take action, and we hope to more inspire people to get involved in our movement as it grows in the UK and internationally.”

Engage for Success is supported by a taskforce with representatives from central and local government, as well as leading UK corporations, and has built a network of local employee engagement practitioners across the UK and strong lines to thought leaders and academics.

**Ends**

**CIPD Press Enquiries**

Ben Rathe / Katie Flynn  
Press office: 0208 612 6400  
[press@cipd.co.uk](mailto:press@cipd.co.uk)

**Engage for Success Press Enquiries**

[info@engageforsuccess.org](mailto:info@engageforsuccess.org)

**Notes to editor**

- Engage for Success is committed to raising the profile of employee engagement and shining a light on good practice. The movement is supported by organisations across the UK, involving the public, private and third sectors providing case studies and making the case for action about employee engagement. It enables those involved to share ideas and learn from each other. [www.engageforsuccess.org](http://www.engageforsuccess.org)
- The CIPD is the professional body for HR and people development. The not for profit organisation champions better work and working lives and has been setting the benchmark for excellence in people and organisation development for more than 100 years. It has a community of over 140,000 members across the world, provides thought leadership through independent research on the world of work, and offers professional training and accreditation for those working in HR and learning and development. [www.cipd.co.uk](http://www.cipd.co.uk)