

# The Guild of Human Resource Professionals

## Our purpose, priorities and plan

Updated July 2021



# Introduction

This document sets out priorities for the next three years as well as providing for members, and prospective members, clarity around our focus and key activities.

In addition, we detail our various routes to membership and freedom of the Guild as well as our expectation of and proposition for existing members and those seeking membership.

- The Guild was approved by the City of London Council of Alderman in 2014
- The aim in establishing the Guild was to have the HR profession represented amongst the modern livery companies in the City of London.



# The objectives of the Guild



- Advocate and promote the HR profession
- Help others move into, and to develop through, the profession
- Provide learning and personal growth through a common community, and shared occupational benefits
- Promote ethical business practices to support the individual, the organisation, the relevant business sector and the City of London; and in doing so, to support the Lord Mayor.





# Strategic Priorities

Achieving key milestones towards achieving Livery status by:

1. Increasing our Membership
2. Enhancing our Charity work
3. Expanding our Pro bono offering
4. Developing future leaders
5. Building a sustainable Guild by raising the required funds
6. Ensuring we have an engaged and committed court with assistants assuming and delivering against their commitment on election
7. Raise our profile within Livery & the City of London.





# Ongoing Guild Themes



Accelerate our growth and contribution as a Guild.



Support the City, individuals and organisations, recover from COVID-19.



Celebrate our legacy and history, build our future.



# 1. Membership – Expectations

## What you can expect

- Being a member of an organisation established in the history and traditions of the City of London
- Being a part of the wider Livery world and enjoy the opportunities of wide and varied groups of organisations focused on giving back
- Fellowship with senior experienced HR professionals and those working in the "people area"
- Engage in or receive mentoring/coaching from your fellow members
- Opportunity to participate in pro-bono and charitable activities including the awarding of grants which are HR related
- Unique social events in some of the City of London's grandest buildings
- Support for your ongoing professional development
- The ability to share your specific skills and expertise with wider community
- Become a Freeman of the Guild and the City of London

## What we expect

- A focus on "giving back"
- Active attendance at events
- Support our Charitable trust
- Encourage others to join
- Give back through pro-bono activity and mentoring and coaching
- Engage in the Leadership program to share your knowledge & expertise
- Contribute to the legacy and growth of Guild
- Keep your participation non-commercial



# 1. Membership – our unique offering

- We have members that are senior HR professionals and those working at a senior level in support of the HR profession, and highly capable subject matter experts
  - ✓ Who put theory into practice every day
  - ✓ With valuable insight and expertise
  - ✓ Provide leadership to their businesses and to HR teams
- They all want to give back to their profession throughout their career
  - ✓ As mentors and coaches to others at an earlier stage of their career
  - ✓ With pro bono activity
  - ✓ And by contributing to our charitable Trust and individuals
- Being part of a modern Livery company and with unique access to the ancient world of Livery
- They also value being part of a professional membership group that comes together in genuine fellowship
- They want to grow their network and spend time together at fun, social events – both formal & informal



# 1. Membership: Focus on increasing and enhancing the offering

- By continuing to make the Guild's unique offering very clear,
- Ensuring the process to join and stay is easy,
- Align Guild membership with other third-party HR groups for mutual benefit,
- Engage our members more – to use their skill sets/resources to get things done
- Continue to build on the 'Apprentice' membership status, with supporting mentors & coaches
- Sustain our ability to attract more members, with every court member taking a lead on this.
- Provide formal and informal opportunities to meet and spend time together
- Ensure that there is a unique offering with each level of membership (e.g. a mentor/coach/shadow a CHRO for a day/webinars/podcasts etc.)



*\*The definition for Apprentice is as per other Guilds – i.e. continuing to develop as experts in their field.*



# 1. Membership – We will continue to do this by:

- Being more expressive and transparent in communicating the unique offering
- Enhancing the educational content of events & programmes
- Arranging formal and informal events that appeal to a wider group of HR professionals
- Increasing the use of social media to profile our members & to enhance our engagement as a community
- Sharing our history and storyline
- Modernising our approach to reflect the changes in our profession
- Enhancing our links with the City
- Playing our part in the world of Livery and Guilds (e.g. participating in events).

## deprivation and mental wellbeing

stress and anxiety disrupt sleep creating a downward spiral

90% of people with a mood disorder suffer from sleep disorder

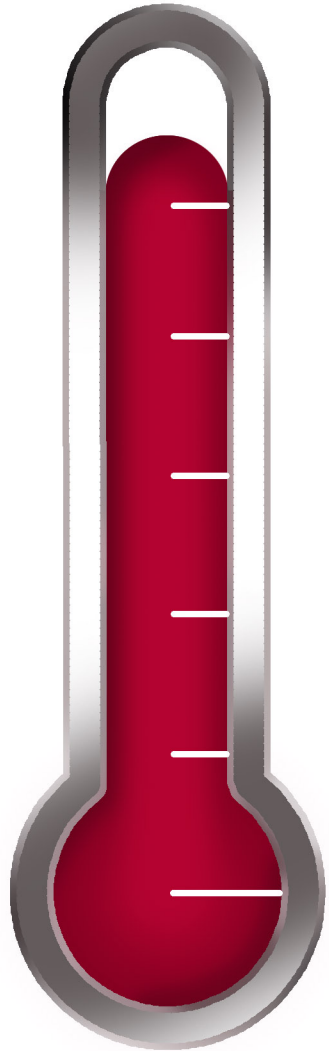
22% of people report increased sleep disturbance during pandemic

causal relationship sleep deprived 4 x as likely to develop depression and 2 x as likely to experience anxiety

Sleep deprivation increases resistance to therapies



## 2. Giving back and achieving Livery status by:



- **TARGET £150,000**
- 1st June 2021  
£93,350
- Grants and Fees  
(£6,627)
- 2nd October 2020  
£99,977 (LMA)
- 30th April 2020  
£72,754 (Auction)
- 31st January 2020  
£63,786 (Workday)
- 1st January 2020  
Opening Balance £38,789

- ✓ Providing visual representation of the money raised
- ✓ Aligning the Guild with external associations in social mobility and entry employability
- ✓ Sharing case studies and stories of success
- ✓ Recognising the contribution of our members
- ✓ Aligning our Pro Bono activity with the Charitable Trust
- ✓ Providing a public benefit through funding appropriate initiatives 2020
  - MTL £2k    LVN £2,300    INSPIRE! £500
- ✓ Increasing funds through monthly contributions using Gift Aid
- ✓ Achieving key steps on moving to Livery status



### 3. Expand our Pro Bono Offering by:

- Increasing the opportunities for Pro Bono activity,
- Sharing case studies and stories of success,
- Recognising the contribution of our members,
- Aligning with the Charitable Trust on key initiatives,
- Developing materials to support the HR Guild and Charitable Trust websites,
- Contributing our expertise to not-for-profit and charity organisations,
- Fostering a Guild/community feel-good factor by project collaboration,
- Partnering with specific charities (e.g. Sea Cadets),
- Working with the City, sharing our knowledge & expertise.



# 4. Develop future leaders

- Establish an effective Leadership Foundation Committee providing strategic oversight of Guild development activity
- Provide a sustainable National Leadership Programme leading to assessment and certification with the following elements:
  - Self-assessment and self-directed learning supported by learning triads
  - Mentoring provided by Guild members
  - Masterclasses and webinars
- Develop a transition programme for senior HR leaders preparing them for NED and trustee roles
- Explore opportunities for externally facing short courses delivered by partner organisations with Guild accreditation
- Support the Apprentice programme by providing opportunities to participate in learning events





## Membership levels & summary proposition



# Membership

- An HR Membership Group like no other focused on the profession and giving back
- Rooted in the City of London history we want to shape HR for the future
- A single community working together to learn, develop and give back

## Freeman

- Fellowship of Liverymen (in due course), Founding/Founder Members, Honorary Freemen, Freemen and Members;
- Leading, shaping and delivering pro-bono projects and meeting charitable objectives

## Associate Member/ Apprentices

- Associate Member status for National Leadership Programme participants;
- Apprentices will be assigned an experienced Member of the Guild as a 'Master' of the profession for the period of the apprenticeship to provide guidance, advice and mentoring;
- Apprentices make a modest contribution to the HR Guild Charitable Trust within their means and undertake a small amount of pro-bono work on behalf of the HR Guild or Charitable Trust.







## OUR CONTACT



01353 363863



[clerk@hrprofessionals.org.uk](mailto:clerk@hrprofessionals.org.uk)



[www.hrprofessionals.org.uk](http://www.hrprofessionals.org.uk)



7 Bell Yard  
London  
WC2A 2JR

