



INVESTOR IN PEOPLE

# Investors In People

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The vast majority of senior managers working with companies that have been recognised as an Investor in People will attest to the impact that the process has had on the organisation and to the benefits it has delivered. However, these protestations have largely been anecdotal, until now!

“The Impact Study” aimed to identify if, and how, recognition to the Investor’s standard ‘impacted’ on business performance. The study involved detailed interviews with 1600 recognised organisations drawn equally from the public sector, large employers and SMEs. The performance of this group was contrasted with a similar group of non-recognised organisations.

The findings were very positive, a sample of which is reproduced below:

On average, recognised organisations enjoyed a profit premium per employee of twice the level of non-recognised organisations.

Top management support affected the profit premium. Recognised companies enjoying full and participative top management support saw an average annual increase of £886 per employee. However, where top management support was absent, this figure dropped to £350.

More than 80% of recognised organisations said that the standard had helped them introduce changes because employees had a better understanding of their role in meeting the organisation’s objectives.

These results support an earlier independent report entitled “Building Capability for the 21<sup>st</sup> Century”. During this survey, the authors spoke to over 2000 organisations who commented that the key benefits to Investors in People were:

- Improved productivity (70% of organisations)
- Greater competitiveness (70%)
- Increased customer satisfaction (80%)
- Better corporate image (80%)
- Better communications (90%)
- More team working (90%)

It seems that the benefits of being a recognised Investor in People are no longer merely anecdotal. There is now concrete evidence of the benefits to be derived.

For a consultative meeting or additional information, please contact a member of our sales team on 0208 460 3345. Alternatively, you can e-mail us at [sales@statius.uk.com](mailto:sales@statius.uk.com).



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