

# **CIPD – HR Fundamentals on FutureLearn**

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# Aim

To show how CIPD have worked to build professionalism and improved competency in HR professionals, create greater brand awareness and engage with new audiences through FutureLearn.

# Who are the CIPD?

For more than 100 years we have been championing better work and working lives. We are the career partner of choice for over 150,000 members around the world with hubs in UK, Ireland, Middle East and Asia

**World Class  
Content**



**Employer  
Engagement**



**Policy  
Engagement**



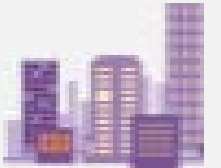
**Awarding body**



**Community  
Investment**



**Events**



**Qualifications and  
Short Courses**



**Membership and  
Assessment**



**Research and  
Thought Leadership**





# Objectives

- 1 Build professionalism
- 2 Extend reach
- 3 Support small businesses and those inexperienced in people management/HR
- 4 Upskill colleagues



# Course objectives





# Target audience



# Personas



*Hi, I'm Sabith. I'm looking for my first job and I'm curious about working in HR. I like working with people, and I'm interested in how to get the best out of them so I think HR might be for me. I'd like to see what kind of work a career in HR might offer me.*



*Hello, I'm Mary. I've seen how a good HR person can have a positive impact on people and businesses and I want to be part of that. I've just started working in HR and I see it as a real opportunity to help my business succeed if I can make sure the HR is good by using the skills and knowledge I get in this course. I can't wait!*



*I'm Fatima. I'm not looking for a career in HR, but I would like to pick up some of the basics and understand it a bit better as I work for a small company and they need someone to pick up the people stuff. I don't really know where to begin, but how complex can it be?*



# Building professionalism





# Course structure

**What is HR / HR Professionalism**

**Evolution of HR / Good HR Practice**

**People Matter / Strategy / Workforce Planning**

**CIPD**

**Performance / Engagement / Reward and Recognition**

**Recruitment / Recap**



# Approach



[View transcript](#)

## Welcome

### SEE ALSO

#### REWARD MANAGEMENT SURVEY

A benchmarking and information resource in respect of current and emerging practice in HR reward management

#### STRATEGIC REWARD AND TOTAL REWARD

Outlines the main characteristics of strategic and total reward, from building a business case to designing and implementing a reward strategy across the organisation

## Key findings of CIPD's research

[View transcript](#)

In this interview, Johnny Gifford explains some of the key findings from "Performance Management: could do better" (2017) research.

Having watched the video, review this infographic, which features the four main things you can do to improve performance management.

In the Downloads section, you'll find a copy of this infographic to download, print this out and keep it as a handy reference to use in future.

Four main things to improve performance management:



## Your task

You've seen the motivations behind some of the characters on the course, and some descriptions of HR too. Now click on the **comments** link below to introduce yourself and answer the following questions:

- Do you have any experience of working in HR?
- What is your motivation for doing this course and what do you hope to get out of it?

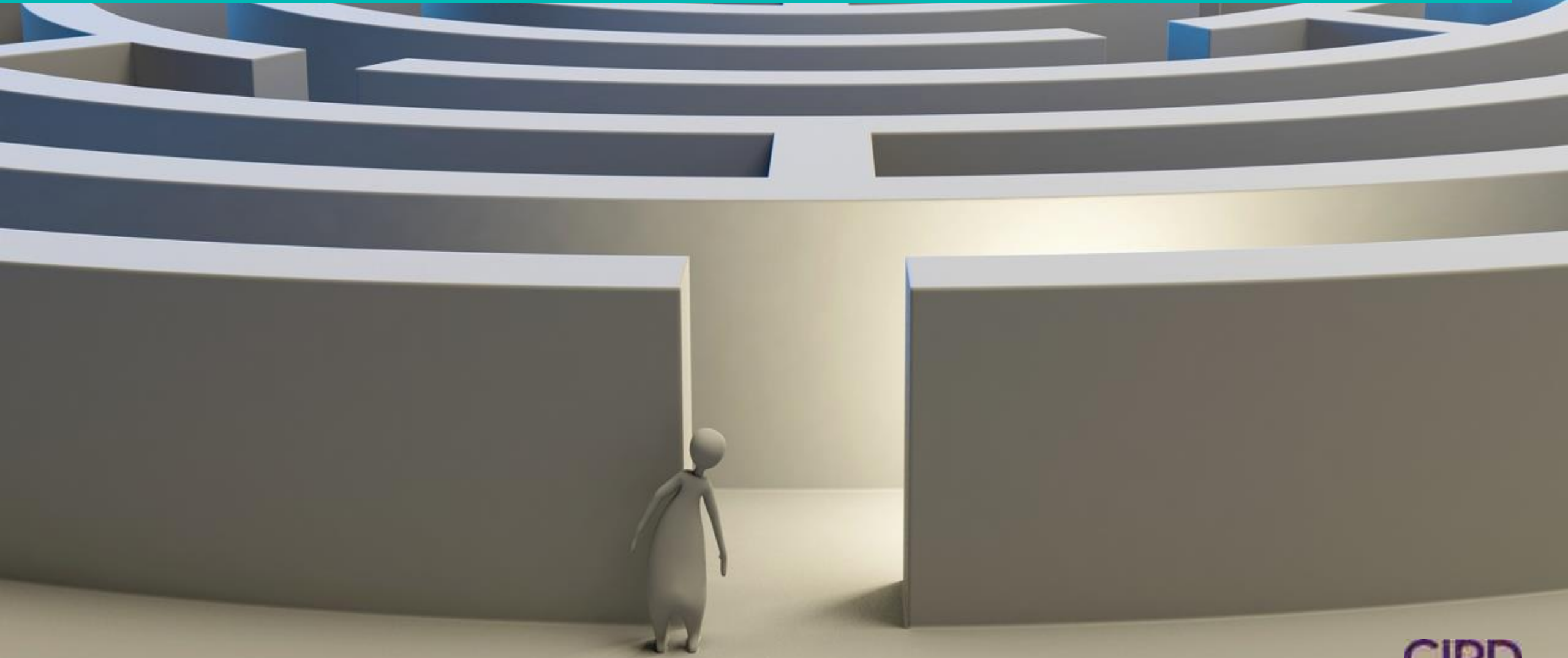
When you're ready to move on, click the **pink button** below to mark this activity as complete and go to the next step.



[View transcript](#)

## Different perceptions of HR

# Learner support





# Learner statistics (6 runs cumulative)

## Week 1:

66% of learners were active

## Overall:

40% of learners social

66% of learners remain active

71,000 comments

15% > 90% step completion

# Qualitative feedback

I have improved a lot. You have changed my career and moved it to more advanced HR Practitioner.

Excellent experience...the way the course is structured is just great!...kudos to the CIPD!

My scores have increased in all the learning outcomes.

one of the best FutureLearn courses I have ever done

Every day we are learning new things, [and] with CIPD tools around, I'm very confident of becoming a better HR person going forward!

I already had an understanding of HR, due to my degree, so this course has acted as a nice refresher - but it also exposed me to new lines of thought within HR...

I can now safely say that my confidence level in HR knowledge has gone up in the 5 weeks. I can now apply this knowledge in daily work situations.

A large grid of various national flags from different countries, illustrating global reach. A teal banner at the top left contains the text "Extending reach".



# Brand awareness

Were you aware of the CIPD before doing this course?



Yes, I knew a lot, (12%)



Yes, but I know more now, (31%)



No (57%)



# Supporting people

I don't have any experience of working in HR, however, I manage a team of 10 in Customer Services, so deal with a lot of personnel issues...

I don't have a formal qualification in HR and landed a temp job as HR coordinator...I now want to take it forward with formal qualifications...



# Upskilling colleagues

**Cross-team**

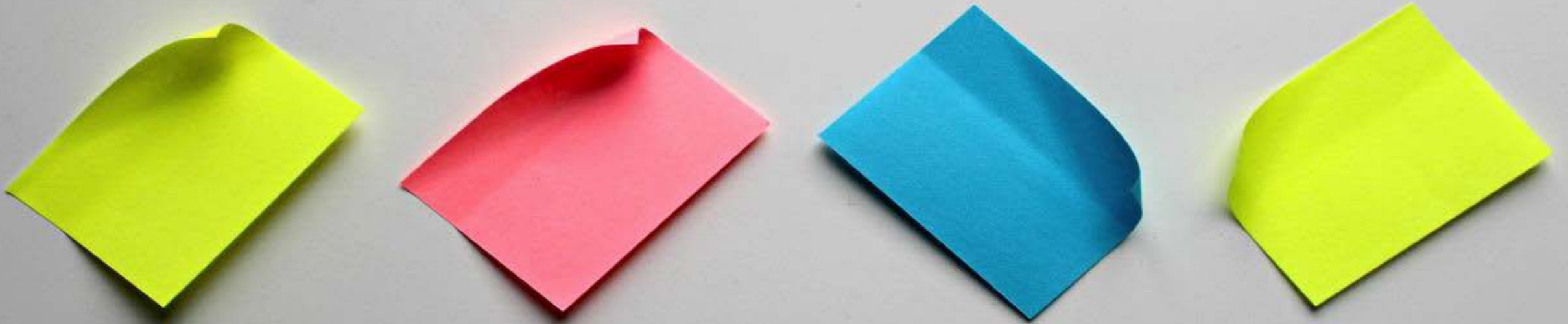
**Multi-functional**

**Online learning**

**International working**



## Other outcomes



# Ongoing learning





What's next?





## Final quote

When starting this course my confidence level was way down at the bottom. But then I entered a whole new world of the HR professionalism that you great people created for me. The way Future Learn educators presented this course was amazing. The CIPD that backed up this course with all the new tools and skills for the HR world is of the highest standards I have ever seen in my life. Just the fact that I could have joined the CIPD universe is an honor for me to part of them now and this boosted my confidence beyond the stars because I know with Future Learn and the CIPD behind me I can now conquer the HR world in South Africa and hope fully one day do HR international which is my ultimate dream. By allowing me to take part in this course Future Learn created such a passion within me for HR and made my dream come true. Everything in this course that you presented I will value for ever and my confidence is at a all time high. I discussed this course with friends and family and said to them that I think I found a new drug that I am addicted to now. They asked me that you never used drugs in your life what is this drug? I told them I am on Future Learn, new HR on top of the world.

# Thank You