

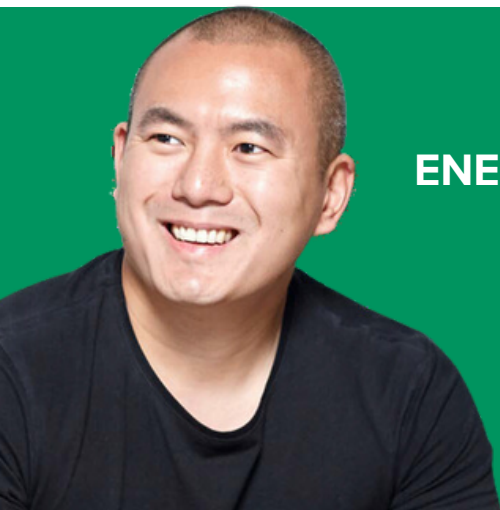


The Richmond  
Human Resources  
Forum

LONDON

SAVOY PLACE

21 NOV 2024



## Opening Keynote:

**ENERGY MANAGEMENT: THE KEY TO UNLEASHING  
PRODUCTIVITY AND POTENTIAL.**

**SIMON ALEXANDER ONG**  
INTERNATIONAL SPEAKER, AUTHOR OF  
BESTSELLING BOOK 'ENERGIZE'



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## Closing Keynote:

**CLIMBING THE LADDER:  
CLASS, CULTURE AND A CAREER IN COMEDY.**

**RUSSELL KANE**  
MULTI-AWARD-WINNING COMEDIAN,  
PRESENTER, ACTOR,  
AUTHOR AND SCRIPTWRITER





# HR INDUSTRY SESSIONS

## DOING WELLNESS WELL:

FROM 'BOLTED ON' TO FULLY 'BAKED IN', A JOURNEY TO CREATING, IMPLEMENTING AND MEASURING A SYSTEMIC AND PROACTIVE COMPANYWIDE WELLBEING STRATEGY.

Amy O'Brien  
Group HR Director  
Cornelius



Barry Winkless,  
Group CSO Cpl & Head  
Future of Work Institute.

## DESTINATION DESIGNERS:

HOW HR LEADERS CAN HARNESS NEXT LEVEL STORYTELLING TO ENTICE, ENGAGE AND EXCITE.

Simon French  
Chief Economist  
Panmure Gordon



## AN ECONOMIC OUTLOOK FOR THE HR DIRECTOR:

2025 - THE ROAD AHEAD



Tiger de Souza MBE  
Executive Director for People & Culture  
Samaritans

## PURPOSELY FLEXIBLE:

HOW PEOPLE LEADERS CAN UNLOCK TRANSFORMATIVE VALUE THROUGH RETHINKING THE WHY, WHAT AND HOW OF FLEXIBLE WORKING.

## PEERING INTO THE FUTURE OF WORK:

A DATA DRIVEN PICTURE OF TOMORROWS LABOUR MARKET.

Joe Ryle  
Director, 4 Day Week Campaign  
Media and Comms lead, The Autonomy Institute





## HR INDUSTRY SESSIONS



**Lauren Neal**  
Founder and Author  
Valued at Work

### FEELING VALUED AT WORK:

UNDERSTANDING THE RELATIONSHIP BETWEEN INCLUSION, BELONGING AND CULTURE IN THE WORKPLACE AND HOW ENDURING CURIOSITY MIGHT JUST BE YOUR NEW SUPERPOWER.

### SPECIAL KEYNOTE BREAKOUT SESSION:

#### IN CONVERSATION WITH SIMON ALEXANDER ONG

**Simon Alexander Ong**  
International Speaker,  
Author of Bestselling book 'Energize'



**Anna Donaghey**  
Alcohol Mindset Coach  
Podcast Host 'The Big Drink Rethink'

### ALCOHOL, THE LAST WORKPLACE WELLNESS TABOO:

HOW EVERYONE IN THE WORKPLACE BENEFITS WHEN WE OPEN UP DIALOGUE, REMOVE JUDGEMENT AND EXTEND UNDERSTANDING.

## DISCUSSION GROUPS

### HR'S BIGGEST FUTURE CHALLENGES AND OPPORTUNITIES:

HORIZON SCANNING FOR THE PEOPLE FUNCTION.

### BUILDING THE BUSINESS CASE FOR CULTURE:

HOW CAN HR SHOWCASE THE VALUE THAT CULTURE INVESTMENT ADDS TO THE BOTTOM LINE.

## PROFESSIONAL DEVELOPMENT



**MK Palmore**  
Former Assistant Special Agent in Charge  
F.B.I (Federal Bureau of Investigation)

### STRIPPED BACK LEADERSHIP:

APPLYING CORE LEADERSHIP PRINCIPLES IN A COMPLEX AND CHANGING WORLD.



# OPENING KEYNOTE ADDRESS

## ENERGY MANAGEMENT: THE KEY TO UNLEASHING PRODUCTIVITY AND POTENTIAL



**Simon Alexander Ong**  
International Speaker  
Author of Bestselling book 'Energize'

You can't lead others unless you are powerfully leading yourself first. And this begins with your energy, as energy management, not time management, is the key to productivity.

Too many are exhausted, not because they are doing too much, but because they are doing too little of the things that energise them.

In this inspirational and insightful talk, international speaker, and author of Energize, Simon Alexander Ong will share how you can better manage your energy so that you unleash the potential in both yourself and the people that you lead.

Simon Alexander Ong is a personal development entrepreneur, coach and public speaker. His clients are from all walks of life but they share one trait; they all believe that the greatest investment you can make is in yourself. His work has seen him invited onto Sky News and BBC to be interviewed, while Barclays featured him in a nationwide campaign asking him questions on how families could embrace better lifestyle habits.



His insights have seen him featured in HuffPost, Forbes, Virgin and the Guardian. He also regularly speaks at organisations (these have included Salesforce, Microsoft, EY, Adobe and Unilever) and keynotes public events and conferences across the globe.

His debut book Energize was published by Penguin in April 2022 and became an instant bestseller. It also received endorsements from the likes of New York Times bestselling authors Simon Sinek, Marie Forleo and Marshall Goldsmith.



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# CLOSING KEYNOTE ADDRESS

## CLIMBING THE LADDER: CLASS, CULTURE AND A CAREER IN COMEDY.

**Russell Kane**

Multi-award-winning comedian, presenter,  
actor, author and scriptwriter



Russell will take a cradle to rave walkthrough of his ascent from a mother & baby shelter to home-owner, to touring artist.

What hidden forces decide the success of a child in the UK; how is masculinity and class important? Why are some things seen as high culture and others as low, what role does accent play.... and when is someone posh enough to eat avocados?



Multi-award-winning comedian, presenter, actor, author and scriptwriter Russell Kane is a regular on Channel 4, BBC, and ITV with recent TV appearances include The Apprentice You're Fired, The One Show, Live At The Apollo, The Stand Up Sketch Show, Michael McIntyre's Big Show, Antiques Road Trip, Stupid Man, Smart Phone as well as regular appearances on Steph's Packed Lunch.

His chart-smashing BBC Radio 4 / BBC Sounds podcast show Evil Genius quickly became a flagship show and was the best performing original podcast on the platform. It was so popular it was even turned into TV by BBC Studios for Sky TV.

Russell also recently helped present a prime-time, conversation-changing documentary about men's bodies and sperm counts on Channel 4's Celebrity Save Our Sperm. Winner of Best Show in 2010 at the Edinburgh Comedy Awards, Russell went on to make history as the first comedian to win both the Edinburgh Comedy Award and Melbourne Comedy Festival's Barry Award in one year. As ever, Russell also continues to provide his ever-popular topical online rants known as 'Kaneings'. He can also be seen live at sold-out theatres on his nationwide tour HyperActive.



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## DOING WELLNESS WELL:

### FROM 'BOLTED ON' TO FULLY 'BAKED IN', A JOURNEY TO CREATING, IMPLEMENTING AND MEASURING A SYSTEMIC AND PROACTIVE COMPANYWIDE WELLBEING STRATEGY.

**Amy O'Brien**  
Group HR Director  
Cornelius



As People Leaders we are all too familiar with the backdrop of challenges impacting our workforces, from economic turmoil and the ongoing cost-of-living crisis to global uncertainty and geopolitical instability - ways of working have also shifted, and the combination of these multiple factors are resulting in far-reaching impacts on workplace wellbeing.

A recent CIPD 'Health and Wellbeing at Work' survey report has highlighted that organisations have the opportunity to boost employee engagement with their health and wellbeing offering, as well as supporting retention and even elevating the employer brand – however, the same report also highlighted that senior leadership support for wellbeing initiatives has waned in recent years. It's therefore clear that the wellbeing agenda poses People Leaders with many opportunities but is also fraught with challenges. One significant challenge is gaining senior buy-in for long term, preventative wellbeing strategies, moving beyond stand-alone sticking plasters.

This case study led session will be showcasing how Amy O'Brien, Group HR Director at Cornelius Group Plc. has been able to create, implement and measure a systemic and preventative companywide wellbeing strategy.

Amy will discuss her approach to evolving the organisational wellbeing strategy, moving from disjointed and 'one off' wellbeing initiatives to a fully engrained strategy, complete with 4 wellbeing components that have been understood and applied throughout the business.

Having begun the journey in 2021 Amy will share how this transition didn't happen overnight- delegates will learn of the processes Amy followed, her wider learnings on successfully implementing end to end wellbeing initiatives, and the challenges she has faced along the way. She will discuss how she has managed senior stakeholder relationships and expectations, her road to gaining senior leadership backing and her trial and error approaches to weave in initiatives that stick.

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Amy O'Brien is a HR Director and holds over 16 years HR experience, within both specialist and generalist roles.

Amy is currently leading HR at Cornelius Group, a specialty chemical manufacturing and distribution business, focused on delivering the difference for its customers, with offices in the UK and Europe.

Amy has previously worked at a regional legal and financial service business with 6 offices in the UK, and prior to that gaining large corporate business experience through over 10 years in Tesco head-office.





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## DESTINATION DESIGNERS:

### HOW HR LEADERS CAN HARNESS NEXT LEVEL STORYTELLING TO ENTICE, ENGAGE AND EXCITE.

**Barry Winkless,**  
Group CSO Cpl & Head of the  
Future of Work Institute.



In this inspiring & audience participative session, Barry will share ideas and insights from highly unexpected places!

From transformational tourism to theme parks, from theatre to TV, you will understand how next level storytelling must become your secret HR superpower in creating destination organisations & initiatives that stick.

Sharing real world projects from companies of all sizes, Delegates will learn about:

- The 12 realms of the future organisation
- The 3 levels of story
- The 5 principles of next level storytelling
- 4 real world case study application of next level storytelling

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Barry Winkless is Group CSO Cpl & Head of the Future of Work Institute.

Barry is a thought leader in the future of work, strategic design and business creativity. Over the past 25 years he has worked globally with some of the world's most respected organisations.

A frequent author and speaker at numerous client and external events he is currently Chief Strategy Officer of Cpl Group & heads up the Future of Work Institute- a multidisciplinary team working globally to question, explore and design future work solutions with organisations.

Barry actively pushes the frontiers of the future of work every day, in the real world. Recently voted by Onalytica as one of the top 50 global influencers on the future of work he believes that the future of work is the next collaborative advantage for leaders.

His new book: The Future of Work: A Guide for Leaders, drops in 2025.





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# AN ECONOMIC OUTLOOK FOR THE HR DIRECTOR:

## 2025 - THE ROAD AHEAD



**Simon French**  
Chief Economist  
Panmure Gordon



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We welcome esteemed Chief Economist Simon French to address HR leaders and provide a detailed overview of the state of the UK economy.

Simon will be discussing the key economic events of 2024, from the UK political landscape to global geopolitical unrest, carefully considering their impact on the 2025 outlook. Simon will distil the upshot for the future of the UK economy and the explore the key factors driving this emerging picture. He will zoom in on the economic challenges shaping the future outlook and predict what they mean for the cost of living, interest rates, earnings, inflation and beyond.

Join Simon for an insightful closeout to 2024 and hear his expert predictions for the 2025 road ahead.

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Simon French is the Chief Economist at the UK investment bank, Panmure Gordon. He is a top-ranked economist in the City of London's II/Extel rankings, writes a monthly column for The Times newspaper and is a regular guest host on BBC TV and Radio, CNBC and Bloomberg.

Prior to joining Panmure Gordon he was a Senior Civil Servant, latterly at the Cabinet Office as Chief of Staff to the UK Government's Chief Operating Officer. He holds degrees in both Economics & Finance from Durham University and is a member of the Government Economic Service and the Society of Professional Economists.







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## PEERING INTO THE FUTURE OF WORK:

### A DATA DRIVEN PICTURE OF TOMORROWS LABOUR MARKET.



**Joe Ryle**

Director, 4 Day Week Campaign  
Media and Comms lead, The Autonomy Institute



KEYNOTE

What does the future of work look like?...

Drawing from a wide range of disciplines and research collaborations, Joe Ryle, Director of the 4 Day Week Campaign, and Media and Comms Lead at Autonomy, will walk delegates through the latest research shaping the labour market of tomorrow.



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From the changing generational sentiments to work, to the AI enabled smart solutions with potential to reimagine the working week, Joe will showcase the research and trials underpinning the emerging workplace trends, and discuss how organisations can prepare.



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Joe will be zooming in on his area of expertise, 'work week reduction', and will share insights on how 'Autonomy', the world's leading research organisation on this topic, have reimaged the art of the possible, from pilot design and management, to economic modelling and coalition building, bringing the topic of a 'shorter working week' to the top of many agendas.



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Joe Ryle is Director of the 4 Day Week Campaign, Media and Comms Lead for the think tank Autonomy and a former Labour Party press officer and adviser to former Shadow Chancellor John McDonnell MP.



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## PURPOSELY FLEXIBLE:

### HOW PEOPLE LEADERS CAN UNLOCK TRANSFORMATIVE VALUE THROUGH RETHINKING THE WHY, WHAT AND HOW OF FLEXIBLE WORKING.

**Tiger de Souza MBE**

Executive Director for People & Culture  
Samaritans



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As People Leaders we know that flexible ways of working can be transformative for our workforces, from attracting and retaining top talent, to preventing burnout and creating more equitable workplaces. Many organisations are now offering some degree of flexibility, but all too often this is a post covid evolution, rather than a truly considered view of how we could proactively transform our workplaces for the better through the lens of flexible working.

This session will challenge HR leaders to explore the art of the possible and reimagine the workplace through the prism of purposeful flexibility. Tiger de Souza, who has made the the HR Magazine most influential Leaders top 10 list 2 years in a row (2023 & 2024), and is currently Executive Director of People & Culture at UK Charity, Samaritans, wants to contest the status quo on how we enable our workforces to work, advocating that many of the challenges blighting workplace equality could be greatly improved in the process. From allowing working parents to work a shorter week whilst continuing to deliver in challenging, fulfilling and rewarding roles, to supporting those with caring responsibilities to stay in the workforce.

As well as looking at the full plethora of flexible working options, Tiger will share specific insights on the work he has personally led on in making the case for reform in how organisations view and use Job Sharing. He'll be highlighting outputs from a Job Share hackathon he spearheaded in February this year, where he gathered a variety of stakeholders to crack open the biggest barriers and challenges to Job Share, in the hope of creating a sector agnostic tool to allow more organisations to have the confidence to introduce transformative ways of working to their workforces.

Tiger de Souza MBE is the Executive Director for People & Culture at Samaritans and has had a wide-ranging career in the non-profit sector.

He has worked previously as People Engagement Director at the National Trust where amongst other responsibilities he led their work on equity, diversity and inclusion. His career has also seen him hold positions at Royal Institution for Chartered Surveyors, NSPCC and England Netball.

Tiger has been a Trustee of Volunteering England, NCVO and ACEVO. He is currently a Board member for the Charities HR Network. He was awarded an MBE in the 2021 New Year's Honours list for services to volunteering, including during the pandemic.

(Photo credit Colin Miller).





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## FEELING VALUED AT WORK:

### UNDERSTANDING THE RELATIONSHIP BETWEEN INCLUSION, BELONGING AND CULTURE IN THE WORKPLACE AND HOW ENDURING CURIOSITY MIGHT JUST BE YOUR NEW SUPERPOWER.



**Lauren Neal**  
Founder and Author  
Valued at Work

Did you know it can cost up to 200% of someone’s annual salary to replace them?

Organisations are losing money, time, and tacit knowledge due to poor workplace cultures driving great employees out the door.

Lauren Neal is the author of ‘Valued at Work’ and a well-regarded workplace matters columnist. Notably she has also worked as an engineer in the energy sector since 2005 and she draws on this experience - being a women in a male dominated environment - to talk authentically about broken workplace cultures, exclusion, bias, and ignorance at work.

Lauren wants to challenge us to think differently about broken cultures and will urge HR leaders to become ‘enduringly curious’ and get up close and personal about how this applies to their own organisation. She’ll share insights on rooting out the symptoms and causes behind broken culture, as well as showcase the learnings and research on how you can drive change in your organisation, make your workplace culture more inclusive and ultimately retain and nurture talent.

Lauren Neal is the Founder of and Chief Programme Creator at Valued at Work – a consultancy that creates workplace cultures where no one wants to leave, in traditionally male-dominated sectors.

Since 2005, Lauren has worked as an engineer and project manager in the energy sector offshore, onshore and onsite on multimillion-dollar projects across the globe. Chartered through both the Institution of Engineering and Technology (IET) and the Association of Project Management (APM), Lauren is a sought-after speaker, writer, and consultant championing career progression within STEM and inclusive workplace cultures beyond the boundaries of demographics.

Lauren’s book released in October 2023 – 'Valued at Work: Shining a Light on Bias to Engage, Enable, and Retain Women in STEM' – became an Amazon #1 best-seller and is a finalist in the 2024 Business Book Awards.



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## ALCOHOL, THE LAST WORKPLACE WELLNESS TABOO:

HOW EVERYONE IN THE WORKPLACE BENEFITS  
WHEN WE OPEN UP DIALOGUE, REMOVE  
JUDGEMENT AND EXTEND UNDERSTANDING.

**Anna Donaghey**

Alcohol Mindset Coach

Podcast Host 'The Big Drink Rethink'



Wellness has been firmly thrust into the workplace consciousness over recent years, coinciding with workplace morality reforms and accelerated by the changing societal expectations of the workplace. As employers, we now place wellness education front and centre, recognising the benefits of a healthy and happy workforce on everything from productivity to retention, but is there a piece of the wellness agenda that we are failing to address?

Alcohol misuse can be debilitating on those it impacts, limiting lives and destroying health, both physical and mental. Yet it remains absent from the workplace wellness narrative as we otherwise guide and encourage our employees to sleep better, breathe better, eat better and move more. To be more confident, more resilient, more present, mindful and authentic. It is the missing piece of the Wellness jigsaw. It is the last Wellness taboo - and an expensive one at that.

This informative session will explore both the human and business cost of alcohol misuse. It will examine the size of the problem and provide common examples of how it may manifest at all levels of the workplace (often in contrast to the common societal depictions of alcohol addiction). It will focus on how providing a non-judgemental and open dialogue on alcohol can complement the wellbeing agenda; a simple evolution of the mental health narrative, that can educate workforces, provide impactful prevention and deliver a return on investment. The session will also discuss the steps HR leaders can take to achieve this.

Anna Donaghey is a certified Alcohol Mindset Coach, Speaker, and host of The Big Drink Rethink podcast.

As a Speaker she shares her lived experience of alcohol addiction as a Senior Leader in order to end workplace stigma. With a trademark humility and lack of judgement, she wishes only to arm us with the awareness and knowledge to make healthy decisions and forge a comfortable relationship with alcohol.

As an Alcohol Mindset Coach, she helps Senior Professionals navigate a world where alcohol is everywhere and the pressures to consume it are huge. Her approach fills a void of discrete, private support options that she encountered when she herself needed help. Having now created a booze-free life in which she loves being fully present, she helps others 'course—correct', take control and put a new lease of life into their performance and growth.

Anna is based in the UK but works with Clients across the globe. Her story and her work have been featured on the BBC, MSN, BBC Science Focus and The Telegraph.





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## STRIPPED BACK LEADERSHIP:

### APPLYING CORE LEADERSHIP PRINCIPLES IN A COMPLEX AND CHANGING WORLD.

#### MK Palmore

Former Assistant Special Agent in Charge  
F.B.I (Federal Bureau of Investigation)



Leadership, a critical determinant of organisational success, is multifaceted and ever evolving. Contemporary leaders must know how to navigate new complexities, including technological disruptions, managing diverse and remote teams, fostering a culture of continuous innovation, and addressing the growing emphasis on corporate social responsibility. The remit may have expanded but the core principles of leadership remain, we just need to understand how to apply them in our ever complex and changing world.

Join MK Palmore, former Assistant Special Agent in charge at the FBI, as he strips back to the core fundamentals of tried and tested leadership principles, examining their role in contemporary organisations and showcasing how to deploy them when tackling current day complexities.

A trend and jargon free session, MK will focus in on:

- Critical leadership infrastructure – outlining the core principles of leadership and their place in organisational success.
- Case studies and real-world examples – how leaders are tackling complexities and business challenges through harnessing simple, time served leadership principles.
- Cutting through the noise – how organisations can instill stripped back principles of leadership in all corners of the organisation.

Join MK Palmore, Former Assistant Special Agent in Charge at the FBI, as he guides participants to develop and hone their leadership skills to effectively navigate the complexities of the modern business environment.

MK's illustrious journey began at the United States Naval Academy, leading to a distinguished role as a commissioned officer in the U.S. Marine Corps. His deep commitment to public service was further solidified through 22 years with the Federal Bureau of Investigation (FBI). During his tenure at the FBI, he demonstrated exceptional skill and leadership in various domains, including counterterrorism, intelligence, risk advisory, white-collar crime, and, notably, cybersecurity. As the head of one of the FBI's largest cybersecurity teams in the San Francisco Bay Area, MK left an indelible mark on the field.

Transitioning seamlessly into the private sector, MK continued to showcase his expertise and leadership acumen. He played pivotal roles at two major technology corporations, including Palo Alto Networks and Google Cloud, guiding large-scale enterprises in their cloud transformation initiatives. Apart from his professional endeavors, MK is also a noted author and the host of The Leadership Student Podcast. His commitment to leadership, diversity in technology, and veteran career support reflects his holistic approach to making meaningful contributions across various domains.





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Senior HR Leaders can secure a complimentary place.  
Contact Sophie Katon:  
[\*\*skaton@richmondevents.com\*\*](mailto:skaton@richmondevents.com)

