Outperformance: the ability of an organisation to achieve results that are consistently better than a chosen peer group.

Outperformer: an organisation with a clear purpose that uses benchmarking to continually stay ahead of its peers.
Have you noticed how some organisations do better by every measure? How they can offer great products or services, inspire fantastic loyalty from staff and customers and deliver impressive results?

We call these organisations the Outperformers. When we developed the sixth generation of the Investors in People Framework we decided to focus on them.

We asked what the very best organisations do to stay ahead. We found that it was their approach to people that made them different. Then we set out to build a management standard around the Outperformers. In 2015 the very first organisations will be accredited against this new Standard. You’re invited to join them.

About Investors in People
Investors in People is the globally recognised management Standard first launched in the UK in 1991. Now adopted in 25 countries, accreditation against the Investors in People Standard is the sign of a great employer, a sustainable business and a commitment to success through people. Investors in People accreditation is awarded as a mark of distinction to organisations that can meet the criteria set out in our Framework. 2015 will see the launch of the sixth generation Framework.

Only the best need apply.
Introducing Investors in People VI

The Investors in People Framework underpins the world recognised Investors in People Standard. Based on 25 years of leading practice, the sixth generation reflects the very latest workplace trends, to help every person be the best they can be.

The nine indicators are grouped around three enablers:

**Leading**
Creating purpose in a fast changing environment, whilst motivating through change, have become essential skills for many roles. Outperforming organisations foster leadership skills at every level of the organisation to deliver outstanding results.

**Supporting**
For many, constant change is now the new normal. Successful organisations are using flatter structures to enable faster decision-making, customer focus and agility. The benefit? Reduced overhead, better service for customers and more successful organisations.

**Improving**
Constant adaptation, flexibility and continuous improvement feature heavily in the very best organisations. They’re always looking for opportunities to improve – seeking every marginal gain. They know that every small change adds together to make them an Outperformer.
“By aggregating all these small little one percent’s, all those Marginal Gains, you’ve got quite an improvement in performance. Marginal Gains, to me, is improvement through small steps. It can apply to everything.”

Sir Dave Brailsford. Former Team GB Cycling Coach, Investors in People brand spokesperson.
It’s a journey

Outperforming organisations are constantly improving to keep ahead. They understand that achieving excellence is a journey. Underpinning each of the nine indicators is the Investors in People Maturity Model. This sets out the criteria for different levels of accreditation at Bronze, Silver and Gold levels.

Each level, from ‘Developed’ to ‘High Performing’, clearly describes how well practices are embedded within an organisation. The unique Maturity Model, underpinning the approach, allows for a simple journey, and sets a stretching standard to strive for. This unique approach to progression is based on extensive research into the concepts of maturity and change management.

Example: Indicator 1 Each indicator builds through the four levels of maturity:

1 Leading and inspiring people

Leaders make the organisation’s objectives clear. They inspire and motivate people to deliver against these objectives and are trusted by people in the organisation.

<table>
<thead>
<tr>
<th>Themes</th>
<th>Developed In place and understood</th>
<th>Established Engaging and activating</th>
<th>Advanced Creating positive outcomes</th>
<th>High Performing Embedded and always improving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating transparency and trust</td>
<td>Leaders provide clarity around the organisation’s purpose, vision and objectives</td>
<td>There is clear and regular two way communication between leaders and people at all levels</td>
<td>Leaders ensure that there is a consistent level of trust at all levels of the organisation</td>
<td>Leaders are active role models, leading by example and trusted by people in the organisation</td>
</tr>
<tr>
<td>Motivating people to deliver the organisation’s objectives</td>
<td>People understand the organisation’s objectives</td>
<td>Line managers support people to deliver the organisation’s objectives</td>
<td>Leaders are passionate about delivering the organisation’s objectives and motivating people to deliver against them</td>
<td>Leaders motivate and inspire people to achieve results above and beyond what is expected of them</td>
</tr>
<tr>
<td>Developing leadership capability</td>
<td>Line managers know what is expected of them to lead, manage and develop their people effectively</td>
<td>People know what to expect from their line manager and provide feedback on how they are managed and developed</td>
<td>People have confidence in the leadership and management capabilities within the organisation</td>
<td>Future leadership capabilities are defined in line with the organisation’s values and leaders meet these challenges</td>
</tr>
</tbody>
</table>
Find your benchmark

**Step one:** Finding how you’re doing. **Step two:** Identify where you need to be. **Step three:** achieve Outperformance. The Investors in People Framework VI provides 27 different scales to directly map your performance against. Find out how you’re doing year on year and relative to your peers.

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**Building capability**
- 21% agree that learning and development is part of our everyday culture

**Empowering and involving people**
- 36% feel empowered to make decisions and act on them

**Managing Performance**
- 67% think their individual objectives contribute to the organisation’s success

**Structuring work**
- 78% think their work is interesting and uses their skills and capabilities

**Rewarding and recognising high performance**
- 60% feel appreciated for the work they do
Achieve accreditation

It’s important to conduct the assessment your way.
With online, offline and options that integrate with your existing staff survey: it’s simpler than you think to start measuring the impact of your investment in people... and achieving Investors in People:

Nine question pulse survey
Forty question full assessment
Employee interviews or focus groups
Full assessment report from a licensed practitioner

Accreditation levels

INVESTORS IN PEOPLE

INVESTORS IN PEOPLE | Bronze

INVESTORS IN PEOPLE | Silver

INVESTORS IN PEOPLE | Gold
Start your partnership

A mark of distinction. A roadmap for success. A journey to Outperformance. Learn more about how your organisation can benefit from working with the Investors in People management Standard.

- **Attend** Outperformance 2015 Roadshows
- **Pre-order** the Investors in People Framework
- **Attend** the International Conference in 2015

“So what do outperformers all have in common? Well, it’s really simple actually. They all believe that people make the difference. They know that good people make a great business.”

Paul Devoy, Head of Investors in People