What was the IIP motivation?

Based in West Yorkshire with a team of 70, pure technology group is a leading provider of IT services that specialises in the design of tailored technology solutions.

Established in 2007, the group has always understood the importance of people in driving the young business forward and in particular, developing high levels of customer service and loyalty.

Working with Investors in People was an opportunity for them to take this approach forward - embedding practice and supporting their overall business ambition to develop, acquire and grow.

As Michelle Lazenby, Group HR Director explains:

“Working in the fast-paced, complex and competitive environment of technology, we believe that developing and empowering our team not only helps them to perform at their best but that it also supports exemplary customer service and overall business performance.

“We looked to IIP to help us drive our people-led approach forward so we could explore and develop our practices as a young and innovative business.”

How did IIP help?

Describing their work with Investors in People as rewarding, encouraging and reflective, pure technology group first achieved accreditation in 2013 and later went on to achieve IIP Gold against the sixth generation Standard in 2016.

Using the Standard to guide their people strategy, IIP has helped pure technology group to explore areas such as skills development and the working environment to enhance engagement and build a culture that all the team can embrace and enjoy.

The opportunity to consider feedback from senior management through to front line staff has also helped the group to highlight and understand areas of best practice and development, as well as pick up on new ideas to take the business forward.

As Michelle continues:

“Gaining feedback from the team through an objective pair of eyes was particularly useful in measuring our activities and whether we were delivering what we said we were. As the feedback is anonymous it has afforded our people the opportunity to be completely open and honest with their responses.”

“IIP ensures we remain focused on our greatest asset – our people.”

Michelle Lazenby, Group HR Director
How did IIP help? cont.

Overall, Investors in People has helped the organisation to take their people ethos forward and frame their approach so it continually evolves and improves – in turn supporting the team and business as a whole.

“We have always had a strong people-focus and this has helped us to develop and build as a business.

“Investors in People supports us with this by testing and recognising our people-led approach whilst also offering the invaluable opportunity to gain objective feedback from the team and explore further development.

“In other words, working with Investors in People ensures we remain focused on our greatest asset – our people.”

What was the impact?

Since working with IIP, pure technology group has seen impact in a number of areas and now considers it their platform to test and enhance business practices with people at the centre.

For example, engagement activities and communication approaches across the group have been developed, leading to more two-way feedback and overall better interaction.

This has sparked an array of ideas and innovations across the business that support improved communication both internally as well as externally with customers.

This includes the pure technology Academy, which writes, develops and delivers internal and accredited training that reaches all team members.

The customer services training in particular is now an integrated development activity within the business and is actively supporting team members in their roles with positive feedback.

Talent development and succession planning has also been improved with further investment in training and more streamlined personal development planning.

This has led to more defined, clear and concise career paths for team members that has contributed towards overall engagement levels and a reduced staff turnover.

The group has also developed their whole HR model to better support their people and business strategy including the introduction of ‘The Book’.

This new staff handbook ‘with a difference’ is helping to embed the pure technology culture across the organisation, from new starters right through to senior managers.

As Michelle adds:

“We have always believed that supporting and empowering our team supports our business as a whole and this approach has helped us to grow from a £1.2m turnover business in 2007 to over £19m in 2016.

“Investors in People is now embedded in the business strategy and we would definitely recommend the Standard to other organisations. It has been a fantastic way for us to bring our whole team together to seek really valuable feedback and focus on our future.

“It’s relevant to any organisation, no matter how small or large you are and as a widely recognised accreditation it also brings the benefit of external acknowledgement too.

“Overall, working with IIP has been really thought provoking and insightful. You don’t have anything to lose, with very much to gain!”

Michelle Lazenby, Group HR Director