



## Proving Investors in People Works

Recent research demonstrates that Investors in People has a significant beneficial impact on the following:

- **Improving financial performance** - Investors in People sets up a chain of impact resulting in improved financial performance. The more an organisation embraces The Investors in People Standard, the better the impact will be on its financial performance. Click here for Cranfield School of Management report – *The Impact of Investors in People on People Management Practices and Firm Performance* (<http://www.investorsinpeople.co.uk/Documents%20Hidden/Research/Cranfield%20Impact%20of%20IIP%20on%20people%20management.pdf>)
- **Increasing profitability** – Investors in People accredited companies generate higher gross profits per employee. A ‘typical’ organisation that currently does not have Investors in People accreditation could generate an additional £94 per employee in gross profits per annum if they worked with Investors in People. Click here for Institute of Employment Studies report – *Does Investors in People add value to business?* (<http://www.investorsinpeople.co.uk/Documents%20Hidden/Research/IES%20article%20Does%20IIP%20add%20value.pdf>)
- **Investors in People is value for money** - If a business increases its investment across a number of people management practices by around ten per cent, it could secure an increase in gross profits per employee of over £1,500 per annum. Click here for The Work Foundation and Institute for Employment Studies report – *People and the Bottom Line* (<http://www.investorsinpeople.co.uk/Documents%20Hidden/Research/PBL%20-%20Final%20full%20report%20inc%20appendices.pdf>)
- **Managing change in a downturn** – 71% of senior executives in the CBI’s 2008 education and skills survey said that “Investors in People provides a particularly useful framework for businesses undergoing significant and rapid change”. This is backed up by our *2009 Ipsos MORI Tracking study* where 82% of employers recognised with the Investors in People Standard say it helps all types of organisations adapt to change and growth. COI research indicated that Investors in People embeds a strong change culture and encouraging employers to embrace new challenges and secure competitive advantage. Click here for COI diagram (<http://www.investorsinpeople.co.uk/MediaResearch/ResearchLibrary/Pages/Provingthebenefits.aspx>)
- **Vision and effectiveness** – Cranfield School of Management research shows that organisations that have Investors in People recognition are more likely to achieve organisational goals and meet their strategic objectives. Click here for Cranfield School of Management report – *The Impact of Investors in People on People Management Practices and Firm Performance* (<http://www.investorsinpeople.co.uk/Documents%20Hidden/Research/Cranfield%20Impact%20of%20IIP%20on%20people%20management.pdf>)

- **Improve productivity** - 73% of Captains of Industry working with recognised IIP organisations believe that working with the framework leads to increased productivity (*Ipsos MORI, 2008 - Captains of Industry 2007 Survey*).
- **Sharpen their competitive edge** - 74% of employers recognised by the Investors in People Standard say it helps to raise employee skill levels (*Ipsos Mori Performance Tracking study 2009*). Also organisations recognised by the Investors in People Standard are more likely to have higher levels of product and service innovation.
- **A framework for continuous improvement** - 71% of Captains of Industry leading organisations recognised with the Investors in People Standard feel that it continuously challenges organisations to improve. (*Ipsos MORI, 2008 - Captains of Industry 2007 Survey*).
- **Increased employee engagement** - Companies recognised by the Investors in People Standard have higher levels of trust, co-operation and commitment among employees than their competitors. Click here for Cranfield School of Management report – *The Impact of Investors in People on People Management Practices and Firm Performance* (<http://www.investorsinpeople.co.uk/Documents%20Hidden/Research/Cranfield%20Impact%20of%20IIP%20on%20people%20management.pdf>)

52% of board-level executives said that one of the main benefits of the Investors in People Standard is to improve staff morale. Click here for the CBI report - *Taking Stock, Education and Skills Survey 2008* (<http://www.investorsinpeople.co.uk/Documents Hidden/Research/CBI%20education%20and%20skills%20survey.pdf>)

Visit the Investors in People [research library](#) for more information on how the Investors in People framework has contributed to business areas such as financial performance, competitiveness, change management and the development of people.