

A dark blue background with a subtle, stylized pattern of overlapping leaves in a lighter shade of blue. The leaves are arranged in a circular, wreath-like fashion, framing the central text.

# Making Work Better

**Stories of Sustainable Success from  
the Investors in People Community**

# Introduction

by Paul Devoy

CEO, Investors in People

Investors in People have cared passionately about making work better since 1991.

That mission is profoundly personal for me. I've seen first-hand how work can change people's lives, especially in underprivileged communities. The right opportunity can empower people to grow, build self-esteem, and give a sense of purpose; direction; hope.

The more we create good organisations that offer opportunity and growth, the more lives we change – and not only the lives of people employed by those organisations.

We've seen time and again how organisations with good people practices and strong organisational cultures are better at recruiting, engaging, and retaining staff. Time and again, these are the difference-makers for more stable, successful organisations – and by extension, an economy that thrives.

When we talk about making work better, then, we truly do mean better for everyone.

This book, we hope, is an exciting testament to what happens when organisations lean fully into this process.

Not every organisation featured here has achieved our platinum accreditation – although many have – but across every page, you'll find the same attitude towards prioritising people, creating opportunity, and strengthening culture.

That's the attitude that propels organisations on the journey to success, irrespective of location, sector, or size.

Our hope is that you'll find these short stories inspiring, thought-provoking, and perhaps, galvanising.

## Hillier Hopkins

Chartered Accountants and Tax Advisers | Hertfordshire | approx. 200 employees

"We've been around for 90 years and we have found that sticking to the knitting i.e. doing what we are good at and known for, engenders sustainability and trust.

The one constant we expect is change, and we don't ignore it. We make sure that we move with the times by listening and engaging with our staff and clients to understand the needs of their evolving world and we direct our business model to that whilst striving to perform to the highest level. In the last few years, we have enhanced our IT infrastructure to be more data productive, have placed greater efforts on our green credentials and adapted and improved our inhouse working policies and benefits for staff.

We have low staff turnover, and it helps that our firm is multi-generational with all levels of staff encouraged to learn from each other. Our intake of college leavers and apprenticeships has significantly increased to help evolve the dynamics and diversity of the firm. Ultimately, our culture and our values reflect the business now and in our future.

Based on strong foundations we're playing the long game. Fundamental to this is recruiting and developing the right people, constantly evolving, and staying fresh and relevant.

### Grant Franklin

Principal & Head of HR  
Hillier Hopkins LLP

**INVESTORS IN PEOPLE®**  
We invest in people Gold

## Playing the long game: passing the culture baton



A large, stylized laurel wreath graphic in a lighter shade of blue, curving from the top right towards the bottom left, framing the text.

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IN PEOPLE**

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