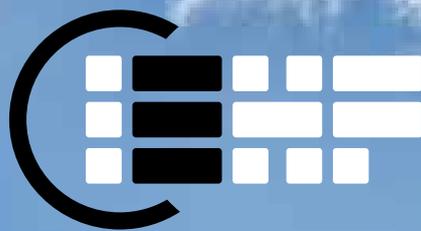


Chartered Institute  
of Ergonomics  
& Human Factors

# The **Future Human**

Strategy and Vision 2020 - 2025



Chartered Institute  
of Ergonomics  
& Human Factors

## **Our Vision**

“A world where integrated design improves life, well being and performance”

## **Our Mission**

“To become the pre-eminent professional home and voice for human factors”



# Our Values

**Professional** - maintaining the highest professional standards and ethical behaviour in research and practice.

**Inclusive** - welcoming and respecting difference, recognising that diversity contributes to innovative thinking, design and solutions.

**Collaborative** - generating and sharing knowledge and expertise to enhance integrated design

# Our Strategic Themes

Creating a world class organisation

Supporting our Members

‘The Future Human’

The Partner of Choice





# 1. Creating a world class organisation

Growing and consolidating financial and member resources. Secure and support our long-term future in order to build our reputation as the pre-eminent professional body and voice for our discipline and science.

Trustees will champion specific elements of our core themes, offering opportunities for trustees to demonstrate leadership to peers encouraging member engagement.

The creation of knowledge and research through white papers and a stronger contribution to Government consultation papers making our voice heard on important topics.

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We will build our reputation as the pre-eminent professional body

## Actions we will take

1.1 Investing in our membership recruitment, sales, marketing and communications capability, doubling the resources available by the end of Q1 2020.

1.2 Modernising our website to attract new members and participants for events more effectively and refresh our logo.

1.3 Increasing our online presence significantly through LinkedIn YouTube and other professional social media channels increasing awareness of our discipline and its impact on society.

1.4 Launching a learning platform to expand our webinar programme involving other learned societies and institutions, attracting international buy-in and participation.

1.5 Manage and plan a successful ODAM 2020 event combined with Human Factors 2020 to attract a good international audience and papers of significant importance building our reputation.

1.6 Introducing initiatives that can tangibly reduce the environmental impact of our operations, events, meetings and interactions.

1.7 Implementing actions from 2020 in this strategy to mitigate income loss of up to £100k in 2024 posed by the evolving open access environment in academic journal publishing.



## 2. Supporting our members

Identify and provide ways to support our members in becoming more effective and influential, so enhancing the reputation of our members, the discipline and the Institute.

### Actions we will take

2.1 We will review the entire membership cycle ensuring that we deploy the highest levels of customer service securing future member engagement and retention. This will include looking at our diversity profile.

2.2 Review each category of membership annually to ensure that we are providing members with value and reduce attrition.

2.3 Identify ways we can increase our Chartered and Technical Membership categories alongside other grades. In particular we will offer more learning pathways.

2.4 Provide learning opportunities for members to hone their skills on specific topics including consultancy and presentation skills, social media and online marketing, inclusive design and how to influence the use of HF in a corporate organisation.

2.5 Enable members to use their expertise and knowledge contributing to consultation papers and the work of influential bodies like the Campaign for Science and Engineering, The Design Council, Parliamentary and Scientific Committees.

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We will support our members in becoming more effective and influential



# 3. The Future Human

Using the concept of “The Future Human” Identify, organise and support innovative and disruptive thinking that can make a significant contribution to life, wellbeing and performance. Raise awareness of the contribution of ergonomics and human factors across industry and society.

## **Actions we will take**

3.1 Use the concept of “The Future Human” to drive content strategy for our magazine, webinars and key events making it part of our brand.

3.2 Enable the creation of project groups to address gaps within evolving, new, disruptive or novel technologies where human factors expertise can deliver improvements in life, wellbeing and performance. Themes will be of national or international importance justifying resources we will use to promote them.

3.3 Transform and re launch The Ergonomist magazine to “The Future Human’ making it more widely attractive across and easier to achieve advertising revenue.

3.4 Encourage proposals from each sector group to address how human factors can make a measureable impact on a specified target markets.



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We will make a significant contribution to life, wellbeing and performance

# 4. The Partner of Choice

Collaborating and working with professional and occupational institutes, trade bodies, research entities, government departments, agencies and others to influence how integrated design can improve life, wellbeing and performance.



## Actions we will take

4.1 Continuing to influence target sector groups with knowledge about the benefits we can bring to other organisations by using our combined knowledge and expertise.

4.2 Working with a cross section of organisations to reflect the breadth of our membership and sector interests.

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We will influence how integrated design can improve life, wellbeing and performance.





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