

PRESS RELEASE

Issued: 22 January 2007

Welsh conference leads workplace revolution

One of the UK's most well known champions for better business and workforce skills is urging managers of today and tomorrow to take part in a workplace revolution.

Sir Digby Jones, former Director-General of the CBI and ongoing voice for business will be headlining *Better Balance Better Business*, a ground-breaking national conference at Cardiff's Hilton Hotel that promises to transform the culture and success of any organisation that signs up to attend.

With policies covering flexible working and work life balance proven to be some of the most underestimated strategies organisations can employ to boost bottom line profits, the inaugural one day event conference from Chwarae Teg brings together UK thought leaders in the field of workforce development, organisational change, flexible working and work life balance to challenge traditional working practices.

Aimed at SMEs, and public, private and voluntary sector professionals involved in change management, diversity and workforce development, it is designed to help leaders and managers across all sectors make immediate and positive differences to the way they develop people and workplaces today to prepare for future success.

Supported by Welsh Assembly Government, BT, Wales TUC, EOC, Admiral Group and Opportunity Wales, among others, *Better Balance Better Business* will provide leading edge speakers, interactive workshops, a question time-style discussion panel, and real life examples of UK companies who have successfully embedded flexible working into their workforce development and business planning.

Sir Digby Jones said: "We are already starting to see major changes in the way people work. Given another 10 years, workplaces will have changed considerably with upwards of 65 per cent of workers making the use of flexible working. For our businesses and economies to remain competitive, it's essential that employers respond to the changing dynamic of workplaces and provide workers with strategies to better control their working lives or risk losing out to the competition.

"Businesses standing still are running the risk of being left with a workforce which is less skilled, less diverse, less motivated and less likely to help the business succeed. This is why I'm urging everyone involved in the running of a business or organisation to come along and see for themselves what a positive workplace revolution could look like."

PRESS RELEASE

Research conducted by Work UK Survey found that nearly 80 per cent of employees at both managerial and non managerial levels saw work-life balance as a very important consideration, if not the key consideration, in deciding to take a new job.

Marcella Maxwell, Chief Executive of Chwarae Teg, Wales' leading organisation on flexible working and work life balance, said: "This is the first time Wales has hosted an event specifically dealing with the flexibility of people and business. It comes at a time when both employers and employees are under considerable pressure to cope with the changing world of work.

"Successful organisations of the future will be starting now to take steps to address skills shortages, staff retention, recruitment and absenteeism - flexibility in time, location and method of working holds the key to increased productivity, reduced capital expenditure, less impact on the environment and ultimately a much more vibrant and efficient Welsh and UK economy."

Better Balance Better Business is at The Hilton Hotel on Thursday 29, March 2007. For more details on the event visit www.chwaraeteg.com or email betterbalance@cazbah.biz.

ENDS

For more press information contact Lowri Jones Working Word PR

☎ 02920 488 778

✉ lowrijones@workingwordpr.com