



Chartered Institute  
of Ergonomics  
& Human Factors



# STRATEGIC PLAN 2024

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## DEFINITIONS

- ◆ The terms 'human factors' and 'ergonomics' are synonymous.
- ◆ Brand positioning relates to how CIEHF solves/improves the challenges that our members face, what benefits members can expect, and why members should advance to Chartered status.
- ◆ Goals are the long-term outcomes we are seeking.

# STRATEGIC CONTEXT

**In 2019, the Chartered Institute of Ergonomics and Human Factors (CIEHF) launched its five-year strategic plan, “The Future Human” which had broadly achieved its goals by mid-2022.**

Despite the challenges posed by COVID-19, the plan improved the Institute’s position with strong team

performance, financial stability, and investments in digital infrastructure and learning platforms.

The Council of Trustees now recognise the need for a refreshed strategy with a focus on measurement and long-term ambitions.

Externally, the evolving landscape of work, including AI and automation, poses both threats and opportunities. Conflicting views

on the role of human factors and the evolution of specialisms like user experience (UX), present new challenges.

However, there are some important opportunities for us to:

- ◆ define the Institute’s unique position,
- ◆ leverage Chartered status,
- ◆ capitalise on technological advancements,

- ◆ address professional shortages, and
- ◆ enhance learning provision with diversity in mind.

To help determine our future priorities, the CIEHF surveyed members and gathered input from trustees, member volunteers and team members.



# INTRODUCTION

Our strategic plan is centred around four external-facing pillars (Members, Learning, Engagement and Professional standards) supported by three internal-facing foundations (Operations, Digital and Data & insights).

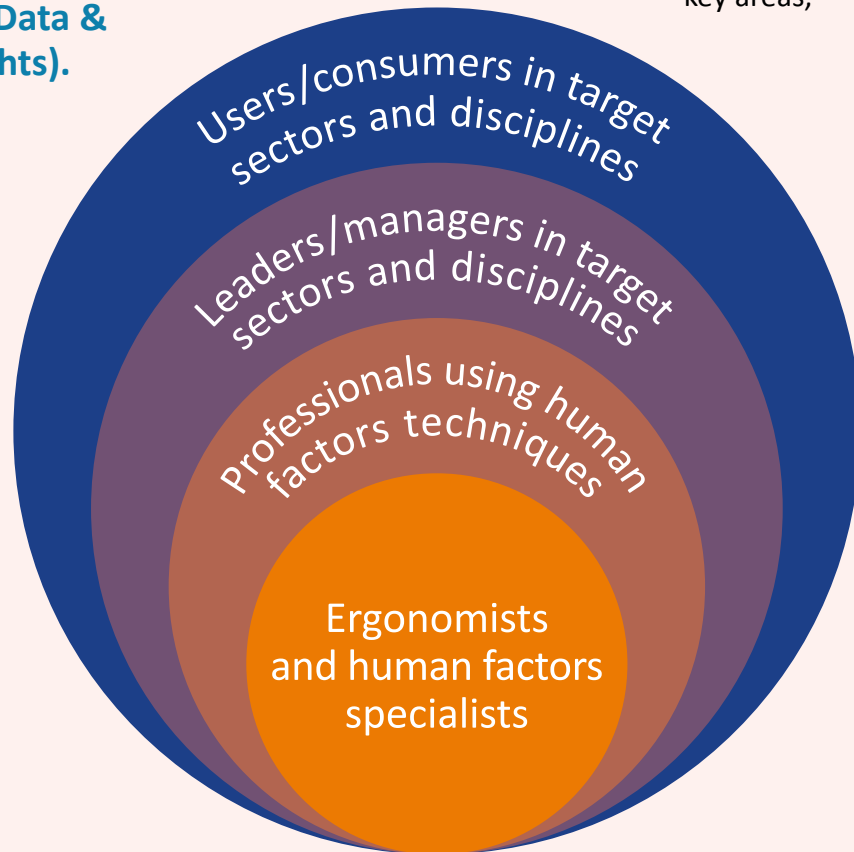
The activity outlined for each of the four pillars is linked by four cross-cutting themes:

- ◆ **Chartership** to enhance the Institute's value and support our professional network,
- ◆ **Sectors** to expand the human factors profession in key areas,

- ◆ **Topics** to boost member impact in relevant discussions, and
- ◆ **Career pathways** to open access to the human factors profession and aid career progression.

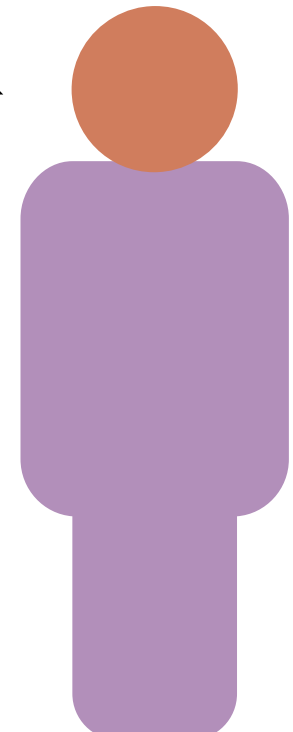
Our approach is designed to resonate with our core audiences and drive change in priority sectors and topics – given our size, we must selectively focus our efforts.

Developed without a set end date, the strategy outlines our long-term vision. Annually reviewed action plans and a future roadmap will help us maintain focus, while the Council of Trustees is scheduled to conduct a thorough strategy evaluation in 2027.



Audiences

*"I am looking forward to seeing how the CIEHF will evolve to add more value, really push human factors in industry and make those in education more aware of the career opportunities."*





# BRAND POSITIONING

To help us stay relevant to our target audiences and ensure consistent messaging, we have developed three value proposition narratives for the Institute, Chartership and the human factors profession as a whole.

## The Institute

CIEHF serves as a central hub for knowledge-sharing, networking and collaborating among human factors professionals, advocating for the profession's importance across society.

It fosters a strong sense of community, raises awareness of human factors roles and

promotes safety, efficiency and well-being. Through continuous professional development and peer engagement, members stay updated and equipped to address industry challenges.

The Institute values member participation, empowering them to achieve professional recognition and advance their careers, ultimately championing the integration of human-centred design for improved outcomes.

## Chartership

CIEHF guides its members through their human factors professional journey, supporting them to achieve Chartered status, the pinnacle of accreditation.

Chartered members gain access

to job opportunities in sectors like defence, where Chartered status is a requirement, leading to potentially more senior roles and better pay.

Continuous professional development (CPD) programmes, networking and events provide opportunities for members to maintain their Chartered status, showcasing their competency to employers and clients. Chartered status aligns human factors professionals with other Chartered professions globally, potentially granting access to speaking and influencing opportunities, and enhancing their personal and professional brand.

The use of post-nominals signifies experience and success, setting them apart from other practitioners.

## The profession as a whole

Human factors professionals mitigate human fallibility while enhancing human brilliance. They optimise systems for human performance and user satisfaction by focusing on people interaction and system design.

Collaborative and integrative, they enhance workplace safety, security and efficiency with a deep understanding of human behaviour.

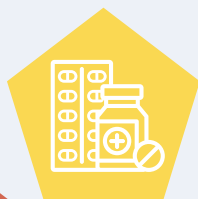
Organisations that involve human factors professionals early in their projects benefit from cost savings, risk reduction and improved productivity, emphasising that a 'people-first' approach delivers positive outcomes and impact.



Education



Engineering



Pharmaceutical



Utilities



Construction



Defence



Energy



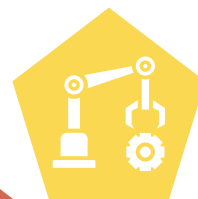
Workspace



Transport



Healthcare



Manufacturing

# PURPOSE, AMBITION AND VALUES

**Our purpose, ambition and values are built on our charitable purposes as stated in the Institute's Royal Charter:**

- ◆ To promote learning and advance the education and knowledge in the subject of, and with regard to, ergonomics.
- ◆ To promote human wellbeing by increasing the awareness and use of ergonomics knowledge; in the interests of the general public benefit.

Our purpose statement explains why we exist and our ambition statement is what we aim to achieve.

## Purpose

We help human factors professionals and advocates improve the design of work and the working environment, support the safety and productivity of people, and focus on user-centred product design.

## Ambition

While our ambition is broad, we recognise that it cannot be achieved instantly across all sectors and disciplines. Therefore, our strategic roadmap focuses on priority areas where success is most achievable.

## Values

How we expect our members and team to behave:

**Professional:** Maintain the highest professional standards and ethical behaviour in research and practice

**Inclusive:** Welcome and respect difference, recognising that diversity contributes to innovative thinking, design and solutions

**Collaborative:** Generate and share knowledge and expertise to enhance integrated design.

## Purpose

To help human factors professionals make life better and safer for people and society

## Ambition

To put people at the centre of economic, societal and technological change

## Values



# OUR STRATEGIC FRAMEWORK

## PILLARS

Members



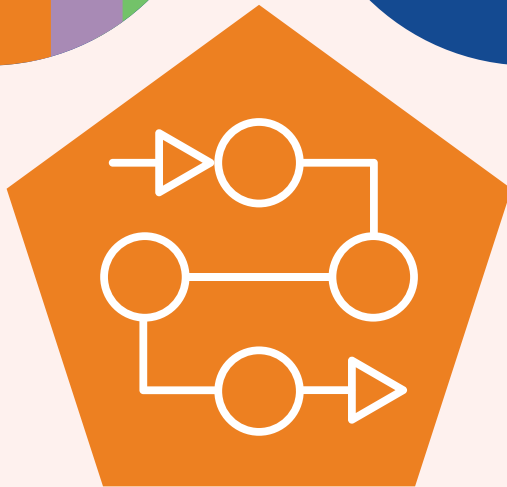
Learning



Engagement



Professional standards



Operations



Digital



Data & insights

## FOUNDATIONS

# MEMBERS

## Goal statement

Build a growing community of members to drive the human factors profession forward.

## What we'll do

We have a compelling member value proposition. New approaches are needed to drive recruitment numbers, increase renewal rates and increase the number of Chartered ergonomists.

With a committed and engaged core of members in our community, we will build on this to create a sense of belonging for all. By encouraging members to take advantage of at least two of the products and services we offer, they benefit from practical help with career and professional development including:

- ◆ Regular online events
- ◆ Targeted sector- and topic-focused groups with regular online meet-ups and text-based discussion forums

- ◆ An improved online member community with direct member-to-member engagement and a searchable knowledge base
- ◆ Career support and better access to mentors
- ◆ Tools to help members demonstrate the value their field of knowledge brings to their organisations.

We will carry out periodic surveys to ensure we're on track with meeting the needs of our members and the wider profession, adapting our roadmap of targeted sectors and topics as necessary.

## How we'll measure it

We will use membership data and trend analysis to set targets and track change.





# LEARNING

## Goal statement

Increase access to human factors learning to deepen knowledge and respect for our expertise.

## What we'll do

As the Chartered body, we design and deliver high-quality learning materials to maintain and enhance the professional standards we expect of our members. This pillar also aims to develop a clear understanding among allied professions as to where and when human factors expertise is put to best use.

The Continuing Professional Development (CPD) curriculum is focused on priority topics identified through our member and external engagement activities, future-proofing our members' skills as the work environment evolves.

We will continue to expand our Learning Pathway programme into new sectors to deliver high-quality learning content that supports organisations' human factors

capability. Our priority is to improve quality assurance for all our learning and development content including those developed with partners and the degree and short courses we accredit.

We also assist where possible with placement scheme opportunities and degree apprenticeships.

*"I value the input it gives to the field of human factors in the UK...We need somewhere to gather and CIEHF offers this."*

## How we'll measure it

Set and track demand for CPD, Learning Pathways and other courses.



# ENGAGEMENT

## Goal statement

Demonstrate the value of human factors to business leaders, government and other influencers to drive change.

## What we'll do

Demonstrating excellence is key and our engagement activities will focus on the positive impact human factors professionals bring, what risks they mitigate and what problems they solve. We will achieve this through targeted engagement with leaders, managers and influencers in priority sectors and disciplines.

Advocacy for our profession in the UK is vital as it has been recognised as one with skilled worker shortages. Finding 'champions' to support our position within our target stakeholder groups is an important way to drive change and help influence policy.

We will work on three levels:

- ◆ **Systemic:** As the voice of the profession at a Governmental level and with other allied professional bodies, we can enhance the reputation and importance of human factors in the world of work and society.
- ◆ **Sector:** The human factors professional shortage affects some sectors more than others. We will work with member volunteers to develop outcome-based theory of change maps that focus on those with the most opportunity for change, such as the rail and nuclear industries.
- ◆ **Topic:** Key topics that benefit from a human factors perspective, range from AI to automation, climate change and occupational health and safety.

By positioning the CIEHF and ambassadors within our Chartered membership as the leading authority on these matters, we will raise awareness and drive demand for human factors professionals.

## How we'll measure it

Defined outcomes for each activity including social media engagement metrics for priority sector and topic areas.



# PROFESSIONAL STANDARDS

## Goal statement

Develop minimum requirements for human factors performance in priority sectors and disciplines.

## What we'll do

Our Chartership is 10 years old in November 2024. Now is the time to drive a step-change in pursuing protected status for our profession and improve the quality of the Chartership experience for existing and prospective chartered members.

We recognise that the drive to obtain protected status for our profession is vital in safety-critical areas. We will pursue that, whilst also encouraging the use of human factors techniques by Chartered and non-Chartered professionals in other activities where these capabilities can have a positive impact.

As part of this process, we will:

- ◆ Optimise the Professional Competency Checklist (PCC) to reflect the evolving demands on human factors professionals

- ◆ Improve the Chartership application process to make it more efficient and effective for members
- ◆ Offer quality assurance to third-party organisations that offer human factors learning content
- ◆ Continue to advance professional standards in response to the changing nature of business and increasingly complex working environments
- ◆ Connect with professional bodies in other geographies to align global standards.

By ensuring the profession has protected status, we aim to impact the number of postgraduates attracted to study human factors or move careers to join our ranks via degree apprenticeships.

## How we'll measure it

Data and milestones reached for Chartership, protected status and international relationships.



# OPERATIONS

## Goal statement

Deliver operational excellence in line with ISO9001 management system requirements.

## What we'll do

The efficient and effective operation of the CIEHF is vital and ensures we meet our legal responsibilities as a charity.

By aligning with ISO9001 and maintaining accreditation, we stay focused on management system improvement and resource allocation.

We will further develop our CIEHF team responsibility matrix to ensure we have the right skills to meet the needs of the Institute, particularly in sales, marketing and data insights.

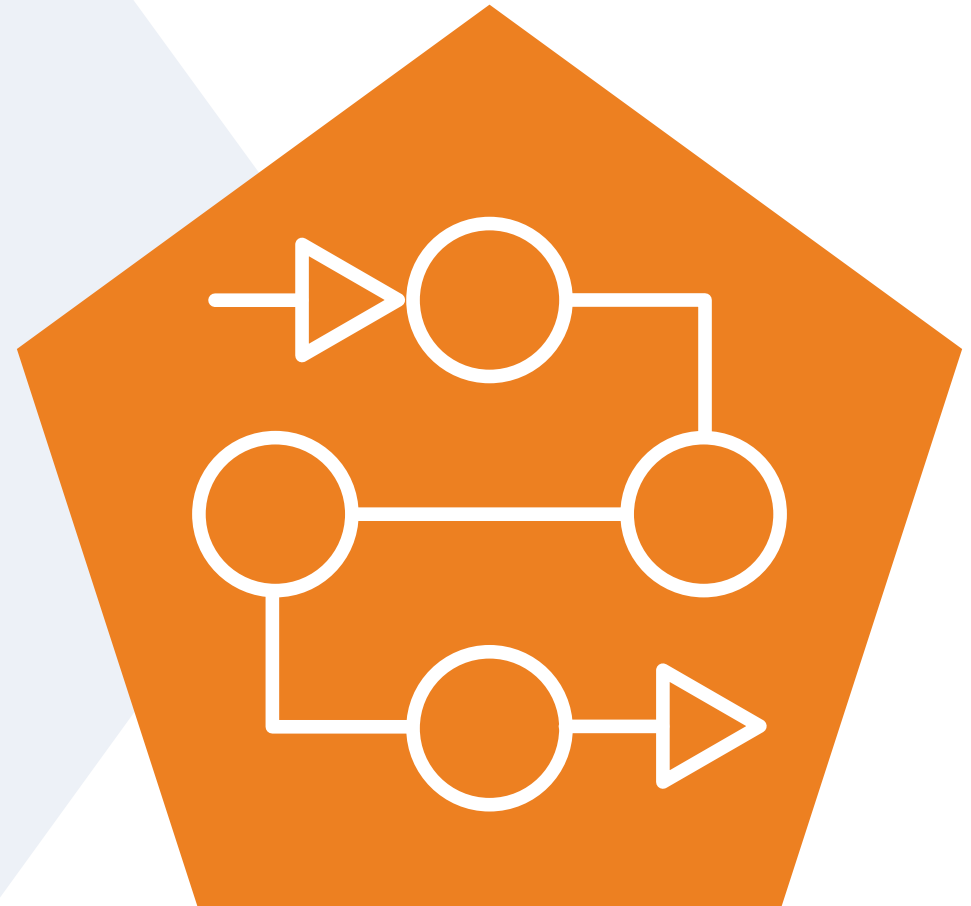
A similar exercise will be completed for our trustees to include delegation of authority, skills and training, both for now and looking to the future needs of the Institute.

For both the CIEHF team and trustees, a major priority is to create a reporting and measurement framework to assess our progress against the strategic plan.

## How we'll measure it

ISO9001 audit and certification renewal; develop a suite of financial reporting KPIs.

*"I think CIEHF is one of the best in terms of resource availability. Interesting, high-quality webinars, and useful resources online. CPD keeps me accountable and engaged."*



# DIGITAL

## Goal statement

Optimise the digital user experience for everyone.

## What we'll do

Efficient and effective use of digital tools, channels and processes are a vital component of the Institute as they underpin and impact all areas of the organisation.

A key focus is to improve the online user experience for both internal and external stakeholders.

We will prioritise process automation so the CIEHF team can focus on activities where they add value to the work of the Institute.

Examples include:

- ◆ A streamlined digital member application procedure;
- ◆ The discussion forums engineered for peer-to-peer support; and
- ◆ Automation for logging member engagement transactions.

We will also conduct an audit of the tools used within the Institute to ensure they are fit for purpose and where necessary, fill any gaps.

## How we'll measure it

User feedback, process improvements and efficiency gains.



# DATA & INSIGHTS

## Goal statement

Empower member and stakeholder engagement through the strategic use of data.

## What we'll do

Having robust member and stakeholder data is key to smart decision-making. Data and knowledge management can be resource-hungry which is why it's a priority for this strategy.

To support this new strategy, we will undertake a range of data-driven initiatives including:

- ◆ Monitor job vacancy adverts that include human factors elements to better understand the strength and reach of the profession and drive benchmarking insights.
- ◆ Understand the drivers for and barriers to people embarking on a career in human factors as this can inform our member-recruitment messaging.

- ◆ Use the data from our internal systems to help us understand the priorities of our members, such as CPD.

The outputs from this approach will feed into the Institute's strategic decision-making and content such as articles, social media and advocacy briefing papers.

*"The organisation punches above its weight in many areas. It has always supported me, been easy to get hold of information and provides great networking opportunities plus the conference is a great asset."*

## How we'll measure it

Through a range of analytical tools, we can measure the impact of our insights through download and engagement data, for example.





# CONCLUSION

## We strive for human factors to become standard practice for:

- ◆ Decision-makers to understand how changes affect people's behaviours, performance and well-being,
- ◆ Society to model and analyse how people interact within work systems, and

- ◆ Systems to be adapted to optimise human contributions effectively.

Many industries are increasingly recognising the importance of human factors. By concentrating on sectors where progress has already been made, we strengthen both the profession and the Institute. Over time, this approach allows us to expand into new areas and increase our overall impact.

*The CIEHF represents the discipline well and makes me proud to be a Chartered member. It keeps me well informed and has plenty of opportunities for regional and specialist interest groups to help me continue to grow my network and career.*





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