



INVESTORS IN PEOPLE



Investors in People: A Business Superbrand

Investors in People has been awarded Superbrand status, confirming that the organisation which helps businesses improve their performance through their people, is one of the most recognisable and well respected brands in its field.

The Business Superbrand programme now in its fifth year, aims to identify and promote exceptional business to business brands in the UK. In selecting Business Superbrands, the Council takes into account a number of factors including the quality of the brand and the products and services it offers, the reliability of the brand to consistently deliver against its promises and the brands personality and values that make it unique within its marketplace.

Nicola Clark, Director of Marketing and Communications, Investors in People said:

“We are delighted to have been chosen as a Business Superbrand in this, our 15th anniversary year. This status clearly illustrates how highly regarded by the business community the Investors in People brand is today.

“Over 37, 000 organisations of all sizes and sectors are currently recognised by Investors in People and proudly associate with the Investors in People brand as evidence of their achievements in developing their people. Investors in People is a business philosophy with clear evidence showing that employers who put people development at the heart of their organisation enjoy increased staff motivation, higher staff retention and lower absenteeism - all factors which impact on a business’s productivity and, ultimately, its bottom line. Business Superbrand status is an endorsement of our success in supporting business and we will continue challenging organisations to achieve their potential.”

Thousands of UK ‘B2B’ brands are considered for Superbrand status each year, with the top 700 voted for by the business community. Other brands on the list include BT, Saatchi and Saatchi, the Institute of Directors and Yellow Pages. At the core of the Business Superbrands programme is the Council, consisting of a wide range of experts from different fields, enabling it to represent a wide range of business perspectives and experiences.