

## 10EIGHTY AND THE PEOPLE SPACE PARTNER FOR SUCCESS

10Eighty turned to The People Space to help it reach a more senior HR audience in sectors in which it was 'almost invisible'



### OBJECTIVE

HR is all about making meaningful long-term connections. 10Eighty knows that the businesses and organisations it helps are looking to enhance their leadership and create world-class workforces that are empowered to do their best work.

10Eighty has 50 years of combined practical experience between the directors alone. In the last 15 years it has helped 75,000 people with their career transitions. Being skilled practitioners has made it a leader in its sector.

**As a company 10Eighty knew it was strong in some sectors but almost invisible in others.**

"In some sectors 10Eighty is well known, but in others we are not," Liz explains. "A key component of the partnership with The People Space and our connection to Siân was to change that and become a well-known brand in all relevant industries and sector spaces. We wanted to tap into the extensive reach that The People Space has."

How 10Eighty would achieve their goal to raise their profile and expand into new market sectors meant looking for a partner to help them reach these new audiences.

**"We had a strategic plan to reach people higher up in the companies we were in contact with or worked with."**

"Again, we thought The People Space and Siân, who has an extensive network of connections, could help us achieve that goal. Also, Siân is a great ideas person who showed us different ways we could approach what we wanted to achieve. Some of her ideas would never have occurred to us."

### AT A GLANCE

#### Challenges

- 10Eighty was strong in some sectors but almost invisible in others
- It wanted to reach more senior HR leaders
- It wanted to build a long-term relationship with a media partner that was creative and different to the traditional approach
- The campaign needed to be cost-effective



"The People Space has something to say. It provides a platform for HR influencers and opinion makers to encourage debate. We believe that The People Space can help all HR suppliers get their messages to their audiences. People know it, they read it and they follow it."

**Liz Sebag-Montefiore**  
10Eighty

"We liked how The People Space met our brief, but also offered other great creative ideas for how we could raise the profile of our brand, all at a great price."

The People Space was 10Eighty's final choice, but as Liz explains, the company did look at other potential partners.

"Before we decided The People Space was for us, we looked at one other company as a possible partner. The other company was much larger than The People Space and didn't stick to our brief. We liked how Siân and Nigel met our brief, but also offered other great creative ideas for how we could raise the profile of our brand, all at a great price."

"We also knew we wanted a partner we could build a relationship with over the long term. We felt The People Space would offer that, and this has been proven to be the case."

## SOLUTIONS

Creativity is at the heart of every partnership within The People Space. We create bespoke content that speaks to the defined audience our partners want to reach from an initial brief. Standing out from a crowded marketplace is often the core driver across all our partners.

At The People Space we take the time to understand the businesses and, more importantly, the individuals within the enterprises we work with. These close relationships are the foundation on which we build long-term successful and lucrative partnerships.

From a practical standpoint the partnership between The People Space and 10Eighty has been highly successful. "A great example of how The People Space partnership helped us was when we launched our white paper 'The Rise of the Human-Focused Leader,'" says Liz.

"We structured the campaign around the white paper, which combined the research we carried out, but Siân and The People Space also did extensive interviews and created other materials which really elevated the report. The People Space also produced short three-minute videos which we used during the campaign."

## AT A GLANCE

**10EIGHTY** Delivering Success Through People

**10Eighty Space**

10Eighty helps individuals to maximise their potential and helps organisations to harness that potential. We are experts in developing leadership capability and helping organisations increase employee engagement

Full Bio

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MEET THE HUMAN-FOCUSED LEADERS OF 2021

Meet the Human-Focused Leader of 2021: **Andy Dodman**, CHRO at Leeds City Council

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MEET THE HUMAN-FOCUSED LEADERS OF 2021

3 MINUTE READ

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MEET THE HUMAN-FOCUSED LEADERS OF 2021: **TRACY CONWELL, PEOPLE**

4 MINUTE READ LEADERSHIP BEHAVIOURS

### Dare to think the unthinkable: how leaders can thrive during disruption

Leaders will need to demonstrate five core behaviours if they are to succeed in our disruptive age, finds a study of HR leaders and CEOs conducted by The People Space Brand Partner 10Eighty. Peter Crush reports

**10EightySpace** helps individuals to maximise their potential and helps organisations to harness that potential. We are experts in developing leadership capability and helping organisations increase employee engagement.

BY PETER CRUSH PS EDITORIAL

When Brian Armstrong, CEO of cryptocurrency firm Coinbase, announced in September that he wanted his company to be apolitical, he faced strong pushback from employees and a chorus of criticism from leaders such as Twitter's Jack Dorsey.

Watch this series

**Dave Millner, future of work expert and founder, HR Curator**

**Professor Patrick Wright, University of South Carolina**

**Professor David Collings, Dublin City University**

**Nobel Crowhurst, people and culture director Roche**

**Tim Pointer, senior VP HR, CAA-GBO Global Brand Management Group**

**Michael Moran, Founder and chief executive officer, 10Eighty**

In the first of a series of interviews with future of work and HR experts, we ask Dave Collings, full professor of human resource management at Dublin City University, about leadership and the future of work. Why fewer than 30% of CEOs are confident about their organization's preparedness and why having a North Star matters

In the second of a series of interviews with future of work and HR experts, we ask Patrick Wright, director of the Center for Executive Succession in the Darla Moore School of Business at the University of South Carolina, about leadership post-COVID-19 and why he believes some CEOs and CIOs will thrive and some will not survive

In the third of a series of interviews with future of work and HR experts, we ask David Collings, full professor of human resource management at Dublin City University, about leadership and the future of work. Why fewer than 30% of CEOs are confident about their organization's preparedness and why having a North Star matters

We focus on our series of interviews with future of work and HR experts, Nobel Crowhurst, people and culture director at pharmaceutical giant Roche, discusses the new remote work normal, collaboration, agility and innovation in a pandemic world, and why leading during disruptive times is all about having the right mindset

In disruptive times you need purpose, talent and energy as a leader. It's time to build tomorrow's organization because energy and talent is clearly exceeding you says Tim Pointer, senior VP HR at the world's largest brand

Michael Moran CEO 10Eighty

"We had 50 followers in LinkedIn before our partnership with The People Space and the launch of our white paper. We now have nearly 1,600 followers, which shows how our partnership has delivered tangible results for 10Eighty"

## RESULTS

The whitepaper launch event attracted more than 150 sign-ups. "One of the key reasons to connect with The People Space was to raise brand awareness, which can often be intangible when you consider ROI. However, what I can say is that we had 50 followers in LinkedIn before our partnership with The People Space and the launch of our white paper. We now have nearly 1,600 followers, which I think shows how our partnership has delivered tangible results for 10Eighty."

## FUTURE COLLABORATION

"For us, it's all about the long-term relationship," Liz says. "For example, we launched the white paper in October 2020. We asked The People Space how we could keep that content alive. We had completed the conference but we wanted to use that as a jumping-off point. The People Space was instrumental in expanding and extending our content to keep connecting with our target audiences."

"The People Space suggested a follow-up campaign that focused on the five themes the white paper and conference defined. The result was a new campaign 'Meet the Human Focused Leaders,' which is currently running. The campaign includes a series of interviews on LinkedIn with key people we have identified who have insights into the components of being a human focused leader as we defined in our white paper last year."

**The best partnerships bring each other's unique talents together to create something new and engaging.**

The relationship between The People Space and 10Eighty pollinates each new campaign that grows organically to meet and consistently exceed the campaign's stated goals.

"We want to be disruptors in our marketplace. We have huge plans moving forward. The People Space will be instrumental to help us achieve those goals and more," concludes Liz.

## AT A GLANCE

### Meet the Hum♥n Focused Leaders 2021



Delivering Success Through People

## ABOUT 10EIGHTY

Founded in 2012 by a team of four who had all worked together previously, the core team includes Michael Moran, CEO and Liz Sebag-Montefiore, who is a director of the business. 10Eighty was created to be a disruptor across HR. The company thinks in 10s and 80s: 10% of a business's team will be highly talented, 10% might be struggling or leaving, and the remaining 80%: they're the bedrock of the company.

<https://10eighty.co.uk/>

Everything we do with Brand Partners is related to content that adds value to our audience and enables learning and sharing. We want to build long-term relationships with partners so that our partners feel fully engaged with The People Space community as well as their existing and prospective clients.



## BECOME A BRAND PARTNER

The People Space believes that content is key to enabling marketers to join the conversations being had by people leaders across the world. When brands create great content that the audience wants, they see increased reach, engagement and potentially conversion. The People Space therefore encourages HR consultants and vendors to share their unique perspectives through its People Space Brand channel.

Each of the partnerships forged within The People Space is unique. We look for partners with a defined voice and a clear drive to be the best in their market or sector. For us, we can instantly see how we can help each partner meet and exceed their goals.

Our award-winning professional journalists and editors work closely with you to develop creative content that will resonate with our audience and yours, ensuring your brand is positioned most relevantly for senior people leaders.

**TO FIND OUT MORE  
PLEASE CONTACT:**

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## HERE'S WHAT HR LEADERS SAY ABOUT THE PEOPLE SPACE

“ I just saw your latest review of emerging ideas ... EXCELLENT as always! You have a knack of highlighting emerging trends in useful ways ”

**David Ulrich**  
Rensis Likert Professor at the Ross School of Business, University of Michigan and "father of modern HR"



[www.thepeoplespace.com](http://www.thepeoplespace.com)

“ The best networks challenge your thinking, share great content and help you develop and grow. The People Space Community is home to a community of incredibly progressive practitioners and thought leaders ”

**Karen Beaven**  
Award-winning HR Director and wellness expert



[www.thepeoplespace.com](http://www.thepeoplespace.com)

“ The People Space's peer approach enables you to connect with strong people leaders and develop a network you can learn from, helping to make you a better leader ”

**Eugenio Pirri**  
Chief People & Culture Officer and Global Diversity Champion at Dorchester Collection



[www.thepeoplespace.com](http://www.thepeoplespace.com)

“ In such a fast-moving world it is essential that professionals continually share and build their knowledge. The People Space provides the perfect environment ”

**David Frost**  
Organisational development director at Total Produce



[www.thepeoplespace.com](http://www.thepeoplespace.com)

“ The People Space helps me think about complexity, paradox and ambiguity in the workplace by collating, synthesizing and sharing cutting edge thinking in a succinct way through easy-to-access resources ”

**Andrew Dodman**  
Chief Human Resource Officer at Leeds City Council



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“ The People Space isn't the normal online HR magazine or website. It focuses on the real issues and challenges facing the HR community, not just the same old news and problems. The editorial team has many years of expertise and insight that can put some of us in the profession to shame! ”

**Dave Millner**  
Author, Futurist and Founder HR Curator



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