

## **Crafting Better Work – A Job Crafting Masterclass**

**Presenters** – Rob Baker, Tailored Thinking, Dr Machteld (Maggie) van den Heuvel, University of Amsterdam

### **Overview**

This highly practical and evidence-based Crafting Better Work workshop pulls together the science and research of job crafting. It will provide practical tools and case studies to bring this concept to life with individuals, teams and organisations. The session will be delivered by Dr Maggie van den Heuvel and Rob Baker of Tailored Thinking who specialise in working with organisations to bring job crafting life.

People personalise all aspects of their lives - their cars, their clothes and their holidays. One area that we are not often encouraged to personalise is our work. This is despite clear evidence and science that shows the benefits of personalising and crafting work in terms of performance, engagement, growth and wellbeing. An evidence-based approach to personalising work is Job Crafting.

Job Crafting is focused on enabling and encouraging individuals to maximise their diverse talents, strengths and experiences in their work. The practice of Job Crafting is an established and growing field of academic study, yet to date many leaders are not familiar with the concept, and if they are, they struggle with ideas of how to practically apply job crafting within their organisation.

This masterclass will share case studies from early job crafting adopters which participants can learn from and adapt and will provide practical evidence-based guides and activities that can be used.

The Crafting Better Work workshop will share:

- how to enable people to bring their whole and best selves to work each day to help people and organisations thrive
- research and ideas about how job crafting as a field is developing
- the business case for job crafting and how to pitch this concept to leaders within organisations
- practical activities, exercises and templates that can be used with teams and organisations
- practical tools to effectively structure and set personal job crafting goals

## **Who should attend?**

This job crafting masterclass is relevant to individuals, coaches, researchers, positive psychology practitioners, and people-leaders who have an interest in bringing job crafting to life within organisations (individually, within teams and across the organisation).

## **What will the workshop cover?**

By attending this workshop attendees will be provided with tools, techniques and practices to:

1. Learn why personalisation at work matters; and why it is missing from most organisations
2. Learn how to bring a personalised approach to work through job crafting
3. Apply and bring job crafting to life within individuals, teams and organisations using a variety of tested and research informed exercises and activities
4. Explore how to embed job crafting within teams and organisations through a series of case studies and practical examples
5. Create a job crafting mindset within individuals, teams and organisations
6. Set job crafting goals individually and amongst teams

## **Delivery style**

The session will be informative, interactive, practical and fast-paced (and fun). The focus will be on sharing ideas in a clear way that participants can then share, explain and utilise with colleagues in the practical challenges they are facing.

**Time scales:** This is a half day session.

## About the facilitators



Rob Baker (UK) is the founder and Chief Positive Deviant a leading positive psychology, wellbeing and HR consultancy - Tailored Thinking. Rob Baker (UK) is a pioneering job crafting consultant and practitioner.

Through his work, Rob has delivered workshops to hundreds of people on job crafting and encouraged people from cleaners to CEOs to tailor and align their work to their passions, strengths and interests. Rob has a Masters of Applied Positive Psychology from the University of Melbourne and is a Chartered Fellow of both the CIPD (Europe's leading HR professional body) and AHRI (the Australian HR Institute). Rob is the author of Personalization at Work – the science and art of job crafting, and TEDX speaker on Job Crafting.



Machteld (Maggie) van den Heuvel (Netherlands) is a global leading researcher of job crafting and published one of the first peer-reviewed papers on the job crafting intervention. She is an Assistant Professor in Work & Organizational Psychology at University of Amsterdam, The Netherlands.

Maggie's research interests are in building a happy, healthy and resilient workforce via the development of interventions to boost work engagement, health & well-being and adaptive performance. Specific interests are the benefits of job crafting, mindfulness, meaning-making and the healthy use of technology. Besides her academic work, Maggie works in the field as a trainer / coach. She has trained hundreds of employees in the European job crafting method.