

SABPP SEGMENTATION JOURNEY 2021 ONWARDS

RELEVANCE OF SEGMENTATION FOR SABPP

By dividing the market into segments, the SABPP can gain a better understanding of the needs and expectations of members.

The benefits of segmentation lie in two key areas:

1. Focus on member's personal expectations and experiences ("Member experience")

A focus on Member experience will enable SABPP to customise its activities accurately towards the individual members' needs and expectations, which lay the foundation for "exceeding the customer's expectations".

It also helps to focus efforts to keep current (and new) competitors in mind, their offerings and where you have shortcomings and strengths to build on.

2. Focus on SABPP's effort to deliver products and services that will provide tangible value to our member's respective organizations ("Organisation experience")

Ultimately, the HR success of our member's organisations become the success of SABPP. There are two key areas to consider:

- Providing member organisations with strategic guidance regarding the HR Function
- iProviding the employees of organisations with positive HR experiences



PREFLIGHT | TAKE OFF

LANDING

TAKE OFF

PREFLIGHT | TAKE OFF | CLIMB
Students | Candidates | HRT's

BENEFITS APPLICABLE FROM TAKE-OFF

- Book launches *
- Prescribed books discounts *
- Leadership Standard training aligned to levels of leadership/management *
- Continuous development aligned to national HR competency model (HRT and above)
- Annual career fair and company presentations (Applicable only for take off) *
- Knowledge hub and publications for members only (factsheets, position papers) *
- Allegiance to and signed code of conduct that holds members to ethical and professional practice
- Verification of professional body membership (for employers' reference checks)
- Ethics help line to assist members with ethical dilemmas and issues*
- Support for academic research (HR research agenda, data collection) *
- Contribute and Engage with factsheets, PEOPLE Factor articles, and blogs
- Webinars and podcasts on topical issues
- Toolkits *

BENEFITS APPLICABLE FROM HRT ABOVE

- HR Standards training focused on application*
- Professional identity and peer recognition: use of post-nominal title and logo
- Member of a SAQA registered professional body

CRUISING

CRUISING | ENROUTE
HRA's | HRP's

BENEFITS APPLICABLE FROM CRUISING

- Commissioner of Oaths
- Assessors and Moderators
- Training for Associate HR Auditor
- HR career progression and entrepreneurship profiling *
- Conversations with Subject Matter Experts (Session)
- Partnership with recruiters registered with SABPP (job advertisement)

BENEFITS APPLICABLE FROM HRP AND ABOVE

- Belong to our pool of mentors and coaches for take-off *
- Opportunity for leadership positions (Second Vice Chair in Committees)
- Eligible to become supervisors for candidate programme*
- Opportunity for leadership positions (Vice Chair in Committees)

LANDING

DESCENT | APPROACH | LANDING
CHRP's | MHRP's

BENEFITS APPLICABLE FROM CHRP AND ABOVE

- Committee Leadership Positions (Chair and Vice Chair)
- Board Nominations and Appointments
- Trained and Qualified HR Auditors
- 13 HR Standards training positioned at a strategic level *
- CPD Provider Accreditation
- Opportunity to Participate in University and SDP accreditation.
- Contribute to or write Factsheets and Research Articles
- Belong to our pool of Subject Matter Experts*
- Opportunity to become mentors and coaches for cruising HR professionals *
- Facilitation of SABPP programmes (i.e. Training- Ethics, HR Standards, HR Audits, and others) *
- Facilitation at webinars, conferences, and other events *
- Pool of guest speakers for SABPP webinars, conferences, and other events *
- New member or upgrade profiling.

STUDENT MEMBERSHIP

- Opportunity to form part of the SABPP HR Youth Council.
- Top Achievement/ Student Bursary driven by HRUF.
- Student Chapter and/or University HR Faculty driven Conferences (Guest Speakers, motivational talks).
- Work readiness programmes driven by Student Chapters i.e. CV writing, Interview prep/workshops etc.
- Debating Championships.

HR CANDIDATE

- ELIGIBLE:**
- To partake in the HR Candidate Programme comprising of the following elements:
 - Supervised by reg member- CHRP/ MHRP (Standards, ethics workshop).
 - Support from the employer for additional exposure (Attending CCMA meetings, hearings etc.).
 - Knowledge to application based on the Competency model
 - 360 Competency Assessment.
 - Certificate of Completion
 - Awarding of Professional Membership.
 - Capacity Building Workshops- to offer support (As and when the time allows)

HR TECHNICIAN

- ELIGIBLE:**
- To be trained on HR Standards training focused on application.
 - To be consider capacity building:
 - Mentor and Mentee allocation and relationship-building.

HR ASSOCIATE

- ELIGIBLE:**
- To be recognised as Commissioner of Oaths
 - To form part of SABPP Committees- limited to 2 committees
 - To register as an Assessor
 - To be trained as an Associate HR Auditor
 - Conversations with Subject Matter Experts (Sessions)
 - For recruiters registered with SABPP to partner with SABPP to advertise jobs on SABPP website.

HR PROFESSIONAL

- ELIGIBLE:**
- To be considered for leadership positions (Vice Chair in Committees)
 - To register as an Assessor and/or Moderator.
 - To form part of our pool of mentors and coaches for take-off professionals.
 - To become supervisors for candidate programme*
 - To participate in projects for HRP members to prepare for leadership roles.
 - To enrol for recommended/ selected short courses offered by accredited providers at a discounted rate.

CHARTERED HR PROFESSIONAL

- ELIGIBLE:**
- To become mentors and coaches for the group of cruising HR professionals *
 - To apply for CPD provider accreditation
 - To become SABPP's pool of HR Subject Matter Experts *
 - To be a trained and qualified HR Auditor
 - To be trained on HR Standards training positioned at strategic level *
 - To participate in university and SDP accreditation as industry expert, which also improves public profile and networking
 - To become a facilitator of SABPP programmes (Ethics, HR Standards, HR Audits, and others) *
 - To facilitate/Speak at SABPP webinars, conferences, and other events *

MASTER HR PROFESSIONAL

- ELIGIBLE:**
- To become mentors and coaches for the group of cruising and CHRP's professionals *
 - To be considered for Lead HR Auditor certifications
 - For personalised profiling on SABPP platforms as well as an invitation to be interviewed by the CEO and podcasts
 - To be profiled and celebrated for ground breaking career moves, leadership accolades, consulting business, academia excellence and entrepreneurial ventures
 - To be invited to exclusive MHRP events
 - For complimentary entry to selected SABPP paid events