



In Partnership with



Workforce Practices Programme

Bringing MIT research to Hertfordshire businesses

Delivered by Estu in partnership with Herts IQ
Funded by the Herts IQ Growth Investment Fund

Evidence-led expertise meets local impact

Backed by funding from the Herts IQ Growth Investment Fund, this programme brings cutting-edge workforce research from Massachusetts Institute of Technology directly to businesses in Southern Hertfordshire.

Delivered by Estu and built on the work of Dr Ben Waber, scientist at MIT, the programme combines diagnostics, expert-led masterclasses and targeted coaching to help managers make practical, lasting improvements to how their teams work.

This is not generic training. It is a structured, evidence-based programme designed to deliver measurable improvements in workforce practices, engagement and retention.

Estu description

Estu is an Ofsted regulated training provider delivering exceptional learning experiences that turn ambition into action. Our programmes focus on innovation, transformation and AI, and deliver measurable impact.

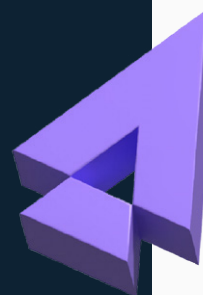
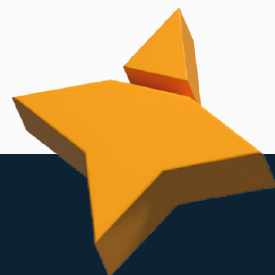
Herts IQ description

Hertfordshire Innovation Quarter (Herts IQ) is leading the development of 3 million sq. ft. of new commercial space into a zero-carbon, digitally connected workplace, 30 minutes outside London. The Growth Investment Fund supports projects that drive innovation, productivity and growth across the region.



“Estu delivers exceptional training courses”

Ofsted March 2025



Programme overview

Improve how your teams work

Practical support to help Hertfordshire businesses make measurable improvements in workforce practices, management practices and team engagement.

Research consistently shows that how organisations manage, engage and develop their people has a direct impact on performance. Yet most businesses, particularly SMEs, lack access to the expertise and evidence base needed to make meaningful change.

This programme closes that gap. It gives you a clear, data-led picture of how your teams work, expert guidance on the practices that matter most, and hands-on coaching to help your managers implement change.

Built on the work of Dr Ben Waber at MIT, the programme applies proven research frameworks to your organisation. The result is tailored insight and practical recommendations, not a generic report.

The programme supports up to 50 businesses and 150 managers over 18 months, with a clear focus on measurable outcomes.



Unlocking value

Four deliverables, one clear outcome: better performance

Workforce diagnostic	Expert-led masterclasses	Targeted coaching	Impact measurement
A data-led picture of how your teams actually work: engagement, micro-behaviours, management practices, autonomy and collaboration.	Focused sessions on the practices that drive real productivity gains, grounded in MIT research and delivered by experienced practitioners.	One-to-one and team support to help your managers implement what they have learned, within their own teams, at their own pace.	Track improvements in productivity, engagement and retention. See what is changing and where to focus next.

Key facts

Register Now	Duration: Tailored to your business needs	Places: 50 businesses, 150 managers	Cost: Fully funded	Location: Herts IQ area
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Who the programme is for

This programme is designed for businesses in the Hertfordshire Innovation Quarter area that want to improve performance through better workforce practices. It is particularly relevant to SMEs with managers responsible for teams.

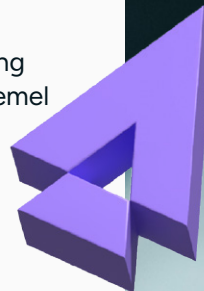
Participating businesses come from across sectors, reflecting the diversity of the local economy. What they have in common is a commitment to getting the best from their people.

It is a good fit for:

- Businesses with 10 or more employees looking to improve team performance
- Managing directors and senior leaders who want evidence-based insight into how their teams work
- Operations managers and team leaders responsible for day-to-day performance
- HR and people managers looking for practical tools to improve engagement and retention

Location line

Open to businesses based in or connected to the Herts IQ area, including Maylands Business Park, Hemel Hempstead, St Albans and the wider Hemel Garden Communities innovation ecosystem.



How the programme works

Three steps to stronger workforce performance

Step 1 Understand

Complete a short workforce diagnostic. This captures key data on how your teams work, across engagement, management practices, autonomy and job design. Your results give you a clear baseline to measure against and are analysed against MIT research frameworks to identify where specific changes will have the greatest effect.

Step 2 Learn

Join expert-led masterclasses and workshops focused on the practices that improve productivity. Your diagnostic results shape what you focus on, so every session is relevant to your business.

Step 3 Apply

With targeted coaching support, implement changes within your teams and track the impact. Engagement over months helps you to embed behaviours and practices.

Your data also contributes (anonymised and aggregated) to an international academic study on workforce practices. By participating, your organisation is at the forefront of this research.

Built on research from Massachusetts Institute of Technology

The programme draws on the work of Dr Ben Waber, scientist at MIT and author of *People Analytics*, published by the Financial Times Press.

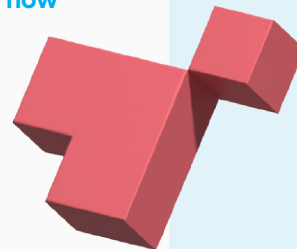
His research has reshaped how leading organisations think about workforce performance. The core insight: most businesses underestimate the impact of how teams are structured, managed and supported on day-to-day practices.

This programme applies that research directly to your organisation. Your diagnostic data is analysed against proven frameworks to identify where specific, practical changes will have the greatest effect. The result is a tailored picture of your team's strengths and the opportunities that will make the biggest difference.

Dr Ben Waber, Scientist, Massachusetts Institute of Technology. Author of *People Analytics* (Financial Times Press). His research explores how data and behavioural insights reveal how teams actually work and how management practices influence productivity.

This programme is about giving Hertfordshire businesses access to world-leading expertise. Better workforce practices drive better business performance. What's been missing is a practical way to translate that evidence into action. That's exactly what this programme delivers."

Simon Littlewood, CEO, Estu



What you can expect

Outcomes



Tailored insight into your workforce practices, benchmarked against MIT research



Improved team practices and performance



Stronger management practices and team engagement



Increased retention and reduced inefficiencies



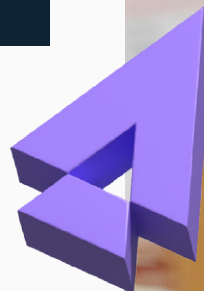
Practical changes you can implement immediately



Contribution to an international academic study on workforce practices

LIMITED PLACES AVAILABLE.
Fully funded. No cost to your business.

All diagnostic data is handled in line with data protection requirements and used only in anonymised, aggregated form.





Ready to improve how your teams work?

Fifty fully funded places. MIT-backed research.
Practical support that creates measurable change.

Register your interest and the team will be in touch to
shape your next steps. Email us: support@estuglobal.com

Or scan the QR code to
book your diagnostic
call now:



www.estuglobal.com/herts-iq-workforce-programme

