

Case study

Motor Neurone Disease Association

The Motor Neurone Disease Association is the only national organisation in England, Wales and Northern Ireland that is dedicated to the support of people with MND and those who care for them.

The Association is an independent charity with its national office in Northampton and over 80 local branches nationwide. It was founded in 1979 by a small group of people who had experienced feelings of isolation, frustration and helplessness when facing the disease. It provides support, advice, and help to people with MND as well as their carers, families and employers.

The organisation utilises the skills of over 1500 volunteers across the UK. Nationally, the charity employs 99 people to work full time on providing care, information and advice, promoting research, campaigning, and fundraising.

“Because all our money is donated we have to be careful how we spend it. A happy and performing staff will be more effective.”

The Challenge

Kay Attard, HR Manager, describes the challenge the charity faces. “We work together very closely as a team and we need to be supportive of one another. Everyone needs to feel they can completely rely on the people they work with. Different and diverse departments mean we have a lot of individual specialists but we still need to work as one team for the Association. To provide the right environment for this to happen we needed to engender a greater level of understanding of the role each person plays in the organisation.”



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The Results

“A new director had been appointed with whom I would be working closely. To establish a good working relationship from the outset we had to know what made each of us tick so that we could avoid conflict. Our PPA profiles showed our compatibility and how we could work best together.”

“We also profiled our communication and fundraising teams. A lot of work is done across both teams

so we produced compatibility reports on those people who were working together. Individual work styles had been causing clashes, the report showed why some people worked in a particular way and others didn't. This caused much amusement amongst the team with comments such as 'Argh, now I can see why you do that....!' What I also really like about the PPA is the practical recommendations for change that it makes. It helps us identify any skills gaps so we can address them."

"The Association uses PPA as part of its recruitment process. It is used at the first interview and again at the end of the probation period. We use also PPA as part of our appraisal process and when specific issues come up in working relationships."

"PPA gives us a common language, one we can all understand. It also adds more objectivity to our recruitment process. It allows us to test and validate our gut reaction."

"The job profiling capability is excellent, you can put down the characteristics you think you need. It really allows you to highlight the requirements of the job. We have several admin assistants but each role is very different depending on what department they work in. The job profile allows us to tweak each role to ensure we have the right characteristics."

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