



Hazel Martin FCIPD

HR Advisor & Consultant, HLM Consultancy

CONTACT DETAILS

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MEDIA COVERAGE

- Aston Martin recruitment drive a success at Cardiff and Vale College <https://www.fenews.co.uk/press-releases/16063-aston-martin-recruitment-drive-a-success-at-cardiff-and-vale-college>
- Inside Aston Martin: Mistakes to avoid in a job interview <https://www.dailymail.co.uk/femail/article-5363321/The-worst-mistakes-make-job-interview.html>

SKILLS

- Employee Relations
- Human Resources
- Automotive
- Change Management
- Continuous Improvement

EDUCATION

- Coventry University - PgDip, Personnel Management

CAREER OVERVIEW

- Hazel joined Land Rover as a HR Consultant before entering Aston Martin Lagonda Ltd where she progressed to Director of Human Resources – FCIPD after joining as a Manager.
- Hazel currently manages her own business where she offers strategic HR support.

Ennis & Co were delighted to welcome Hazel on board as an associate in June 2020, having had the pleasure of working alongside her for several years within a HR capacity.

Hazel has extensive global experience within commercial HR and has specialised in luxury automotive brands including Aston Martin and Jaguar Land Rover, leading HR teams, transforming people strategies, championing problem-solving and introducing new leadership behaviours to promote diversity and inclusion more interactively – as well as leading several restructuring programmes to support key changes within organisations.

Hazel’s passion for creating an open, diverse and inclusive working environment has led to transforming ways of working within large organisations, where new core values were created under Hazel’s lead to ensure colleagues would bring their “true selves” to work. This particular focus encompassed “the Aston Martin Way”, which consisted of collaboration, communication, commitment, continuously challenge and improve. With 2020 being arguably the most transformative year when it comes to ways of working and how this will fundamentally change across all sectors, we spoke to Hazel about what she believes the “new normal” will look like – and why we will never go back...

“I left Aston Martin officially in December 2019” explained Hazel. “Like many organisations, we had always been used to being in the office together, where remote working was more of an ad-hoc instance, rather than a way of working life.

“COVID-19 really shook up this mentality, which I think most organisations would have initially been nervous about – yet we accelerated towards new ways of working beyond our control that leaders had realised does actually work. We have all had to adapt to a hybrid of remote working or in many cases, safely working in an office with strict social distancing measures. We have had to open our minds to the new normal in this way.”

“I think people’s personal views and experiences have shaped their new outlook on working. For me, sadly, COVID-19 prevented my annual trip to Australia in 2020 to see my son – yet what coincidentally happened was we found we were communicating at all hours, because we could! There was a certain flexibility of a different world where you could manage your time, and day, in different ways and I think this helped to bring people closer all over the world – even if they were physically far away.”

Hazel explained that she had never felt “out of touch” throughout this timeframe. “For the reasons I had mentioned, I think communication is not all about being physically there – it just means you need to find new ways of conversing. We had already created access to information within Aston Martin for employees via

our portals offering support for physical, mental and financial wellbeing – and this had to be increased during the peak of COVID-19 when employees were really feeling the effects. There were other ways we needed to make sure everyone felt supported during this time. We just had to make lines of communication work for everyone and keep them as informed as possible. Which we did.”

For Hazel, this transition also led to more of her expertise being utilised for people projects that had arisen from COVID-19.

“Many organisations were on the cusp of change, yet I feel that COVID-19 accelerated this and allowed leaders to consider their people strategies in different ways. As

my experience is predominantly within commercial HR and on a global scale, I had the knowledge to create bespoke strategies for clients that really needed a personal touch.

“For me, it really is about trying to take HR management to the next level, and to do this at such a transformative time was extremely helpful not just for my clients – but for my own learning along the way.”

Hazel has not been a stranger to change management and cultural shifts within an organisation. “COVID

really sparked a lot of questions surrounding employee engagement and whether this can work effectively from remote locations” said Hazel. “What I set to achieve was to integrate engagement practices from my previous experience and mould them to tackle issues that have arisen from this year. I feel this will continue

to progress, yet what has amazed me is the agility and adaptability of people.”

“We will never go back to the way we worked before – but I do not consider this to be a negative thing. We need to see what the new normal will look like and adapt our HR management to support this. I am a strong believer that positive changes can come from a crisis – as I have been there before. It certainly will not be all “smooth sailing” as we head to the next chapter, yet I feel I am better equipped than ever before to provide support for those who need it.”

“THERE HAS ALWAYS BEEN A NERVOUSNESS SURROUNDING FLEXIBLE WORKING – YET COVID-19 HAS OPENED OUR EYES AND MINDS TO A NEW WORK/LIFE BALANCE”