

Primary Care Network Development Programme

Cohort 1 (2019)





Welcome

The Kent, Surrey and Sussex Leadership Academy (KSSLA) Primary Care Network Development Programme has been developed in conjunction with Primary Care as a practical and place-based approach to supporting the local development needs of General Practice at scale across the current Primary Care Network Clusters.

Working effectively together is the key to ensuring that services remain able to adapt and cope with the increasing and changing demands. This programme will contribute to increasing the understanding between multi-disciplinary professionals of the key issues and challenges facing the delivery of health and care in a complex adaptive system; to building relationships and trust and to developing together the leadership skills to address a new and exciting future.

The emphasis of the programme will be on culture, behaviours and outcomes ensuring that learning is grounded in reality and focused on implementation. Through increasing impact across the organisation and, in turn, the wider system, leaders will be energised, motivated and mobilised to lead change, and be equipped with the skills to do so. Cluster Leaders will increase their impact and be in a better position to help their teams be ready for an exciting future.

This programme is one of several steps being taken by KSS Leadership Academy to support the health and social care workforce leading change across the system.

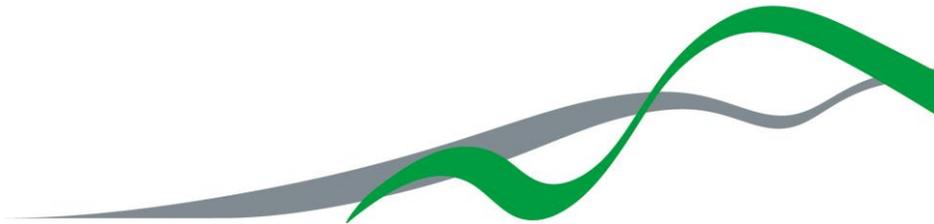
KSS Leadership Academy has been working with Rebekah Giffney Consulting to design and deliver this bespoke Primary Care Network Development Programme. The aim of the programme is to provide customised learning and development to senior multi-disciplinary professional leads across 6 clusters in Brighton & Hove Primary Care Ltd (BHPC Ltd).

The Programme offers individuals a unique opportunity to continue to grow, develop, and strengthen their leadership capability and it provides a very practical, applied and contextualised learning experience.

Laurainne Copnall, Programme Manager

Mobile: 07500 890838 or 01293 227098|

Email: laurainne.copnall@leadershipacademy.nhs.uk



Programme outcomes

Participants will be supported and challenged to analyse and develop their leadership behaviours as well as encouraged to build on current knowledge and skills.

The programme is designed to support the following outcomes:

- Develop effective leadership skills, as individuals and cluster teams
- Enable clinical and business professionals to respond to and deliver the required system and service change
- Support individuals and clusters to build relationships, think differently and address some of the challenges they face as they move towards this new model of primary care
- Develop cohesive, networked cluster organisations
- Increased connections, relationships and enthusiasm to work with others across health and social care
- Increased understanding of the multi-disciplinary professional role in supporting development of strategy and implementation of change

A Summary of the Programme

Using a combination of interactive, practical and innovative delivery methods the programme will constructively challenge, develop and enhance the skills of individuals and cluster teams. Individuals will have the opportunity to take part in 5 masterclass sessions

Details of the sessions:

- Delivery Day 1, **'Daring To Lead'**. This session focuses on you as a leader in your context. We explore the psychology of self, including self-awareness and emotional intelligence. We use a number of practical skills and approaches to support you in getting the best from yourself.
- Delivery Day 2, **'Communicating with Impact, Maximising your Influence'*** (International Speaker) This session provides you with practical approaches, techniques and tips to increase your personal impact, presence and gravitas. It explores building your personal brand as a leader so when you talk, people listen. We also show you ways to increase your influence by building a network naturally and authentically, so people connect with you and your ideas emotionally as well as rationally. There is also a little bit of powerful presenting thrown in for good measure.

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- Delivery Day 3, **‘Leading Others’**. This session is centred on how, through your leadership, you can support others to be at their best. We focus on the power of big relationships, trust, and dealing with difficult behaviour.
 - Delivery Day 4, **‘Good Enough Plans - Making Change Happen,’** This session is all about change and making real change last. We approach change from a psychological perspective supporting you to understand how it really happens for people and what you need to pay attention to in order for change to happen. We also explore why understanding resistance to change is the key and that resistance is a natural part of change, so welcome and engage with it!
 - Day 5, **‘Making a collective and sustainable impact’** This session focuses on the power of cultures, organisational and political perception and understanding this in a system context.

The programme will be personalised to the needs of BHPC and the 6 clusters invited to take part in the programme. The programme will use a range of learning methods including techniques such as scenario-based learning, case studies, action learning and peer coaching, work-based stretch assignments, and masterclass workshops. Learning will be grounded in contextual reality of BHPC and personalised to the needs of each Cluster. The programme will offer you safe and supported opportunities to practise techniques and skills that enable the successful transfer of learning and sustainable behavioural change.

Key things to know:

- There are a total of 30 places on the programme, allocated evenly between 6 clusters.
- Each of the delivery days will run from 9.30 – 4pm and lunch will be provided.
- The programme has been developed using a blended learning approach, to gain maximum benefit from the opportunity it is important you attend all masterclass sessions.
- There are no assignments or written essay submissions. This is an applied development programme, so the ‘homework’ is putting into practice what you have learnt on the programme.

We will be evaluating the delivery of the programme and your experiences to help support and inform future cohorts. Delegates will be expected to participate in this process.