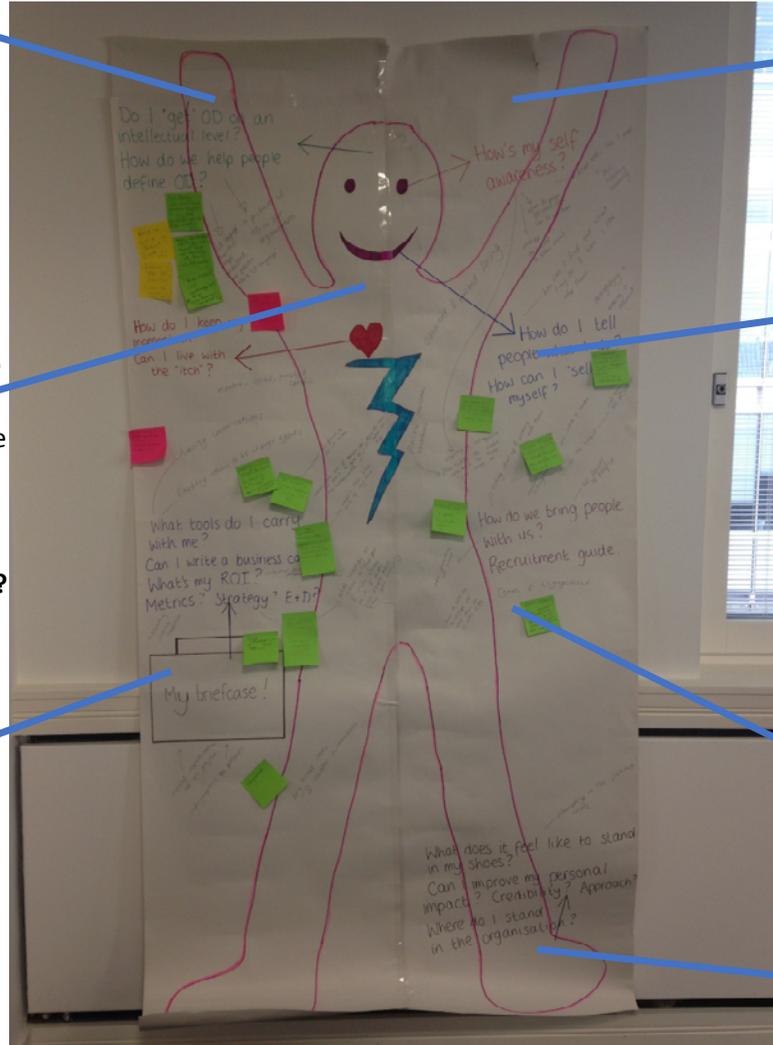


## Influencing Leaders and Boards- March 17<sup>th</sup> 2014

### Do I “get” OD on an intellectual level? How do we help people define OD?

- Have we got a problem? 1. What is it? 2. What is the OD solution? 3. Why it works
- Early conversation with CEO’s- suggestions- Phil Morley from Hull/E.Yorks, Keith McNeil- Cambridge Univ. Trust
- Use language that others understand
- Create a picture of OD in organisation



### How's my self awareness?

- Need to be outward and inward facing
- What do people get about OD?- how to use that
- What else do I need to know about?
- What tools can I use- 360, coaching, mentoring?

### How do I tell people what I do?

#### How can I sell myself?

- How can I find out what they do and how I can help them?
- Demystifying it and keeping it relevant.
- Need a flexible skeleton/backbone to make relevant to those who you talk to- being responsive and adaptive
- Have a database of OD experts willing to mentor or coach others who are facing challenges with influencing

### How do we bring people with us? Recruitment guide?

- Recruitment- one common methodology applied to all staff- clinical and non clinical- had amazing results (Myles Hall- Hull and East Yorks)
- Communications and Engagement
- All levels of people- non-directive
- Need middle managers to disseminate the OD message and board execs to take OD forward
- Need to skill people up and work with them
- OD on the board- no HR on the board!
- Modelling- being the change you wish to see

### What does it feel like to stand in my shoes? Can I improve my personal impact? Credibility? Approach? Where do I stand in the organisation?

What does it feel like to stand in the patient's shoes?

### How do I keep my momentum? Can I live with the “itch”?

- Mantra- local, timely and specific
- Always ask- what does it mean for me, our team and the organisation

### The OD Briefcase- what tools do I carry with me? Can I write a business case? What's my ROI? Metrics? Strategy? E&D?

- ROI- our success is other people being successful, need to demonstrate the added value of OD, what difference we make.
- What's the best use of my time?
- Tools- having conversations, enabling others to be change agents, accreditation- business experience, insight
- OD strategy needs to sit behind the organisational strategy- embedded at board level
- Where are we and where do we want to get to- measurable (boards can latch on to this)
- NHS Leadership Academy board development tool
- Visual representations of projects- infographics?
- Need some big ticket items with smaller incrementals