



Ensure senior leaders are visible

This guidance aims to help you create a local approach to staff engagement in the context of the wider workforce strategy for your organisation and its overall approach to staff experience.



Visible senior leadership is another key element of sustained engagement and there are a good number of examples that can be drawn upon from across the NHS.

Methods for demonstrating this range from ward based presence through walkabouts to regular open question and answer sessions.

During the COVID-19 pandemic, many organisations introduced regular virtual catch ups with senior leaders to discuss any issues and concerns. Today, online meetings with a large number of staff can still be an effective way to increase feedback and show visibility.

In smaller or single site organisations, focusing on individual teams or departments, it is worth exploring face-to-face conversations or briefings. This can be done in larger trusts, but the logistics can prove to be a challenge. Some trusts have favoured a café-style approach to gain useful feedback from groups of staff.