

Background

Our NHS Survey revealed our widely dispersed workforce, one third of which are bands 2-4, wanted a dedicated resource with information and guidance around developing or changing their career. In recognition of this and in line with existing career pathways for clinical staff and an ambition to constantly drive workforce development and improvement we developed a bands 2-4 career development online resource.

Challenges and solutions

A key challenge was the availability of our digital team help us design and build the site. Undeterred the Project Team embraced technology and embarked on a self-learning journey creating a series of feature rich, intuitive web pages.

Communicating the projects progress to our Dorset wide workforce was also challenging but achieved by using our media, managers and working group as our mouth piece to share developments.

In Summary

We want our NHS to be the best! We are determined to spread the word as widely as possible and have given this work to our acute hospital partners, a neighbouring community healthcare trust and the CCG to use as they wish. We aim to submit to further national awards and focus our attention on providing user friendly versions for those who rarely use PC's. The consistent contribution of our fantastic working group was recognised by a wonderful celebratory tea party. This completed project now sits within the Apprenticeship team to complement the existing portfolio of resources for this fabulous staff group.

What we created

A unique web based resource was designed to signpost colleagues to people and places that help them either be the best they can be in their current role or to embark on a new career. It includes top tips and techniques from creative conversations to examples of transferable skills and understanding job descriptions to completing application forms. It is readily accessible via mobile device.

Outcomes

To date this resource has had over 3500 hits. Our survey showed 94% said it provided them with ideas on how to progress or change their career and 85% confirmed they would use it again.

We've had exemplary feedback including "...fantastic news!", "Really pleased something is being done for these great staff" "...great to see how well embedded career development is within DHC", "Great job guys! I will be signposting a lot of staff here"; "I have loved it!!" ... "a great piece of work and you all should be very proud of it".

The CQC have highly commended this resource and it has recently won the Expertise category of DHC Better Every Day Awards. We also await the outcome of an entry into the 2020 HSJ Awards - People & Organisational Development Initiative.

What we did

A scoping exercise and visits to other acute and community organisations revealed no dedicated resource for this group of staff was available. This led to the formation of a working group representing a range of services, disciplines and bands. We created a 'one-stop-shop' and a 'how to' set of web pages to support our bands 2-4 in their mandate for more career information.

My Career, My Future

