

University Hospitals Birmingham NHS Foundation Trust

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nsu.

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Welcome to Leadership Celebrating and Investing in Our Leaders From Day One

A reminder why we're doing this:



Well-led, supported and engaged people deliver better outcomes for patients

Circa 2000 leaders at Bands 3-6 lead the majority of people working in the Trust and were largely unsupported



UHB's leadership development activity has traditionally focused on senior people Wo a ko

Workforce was identified as a key risk in 2020, including recruitment and retention



We **communicate through largely traditional channels** e.g. emails (high volume / low engagement)



Introduction of UHB Leadership Behaviours in 2021

Led by the first line

BO% or more of a large organisation's

total employees are led by its first line managers.

First line managers are the brand ambassadors of your organisation.

What they do, your teams do, and what your teams do, your patients are talking about.



Programme outcomes:

07

- 01 Provide support and ongoing development for newly-appointed managers
- 02 Focus on story telling and good practice sharing
- 03 Connecting a critical leadership community
- 04 Help embed UHB Leadership Behaviours
- 05 Create a Communication, Engagement and Development Platform for first line leaders
- 06 Provide high quality content on demand and via mobile
 - A medium term strategy rather than a one-off exercise



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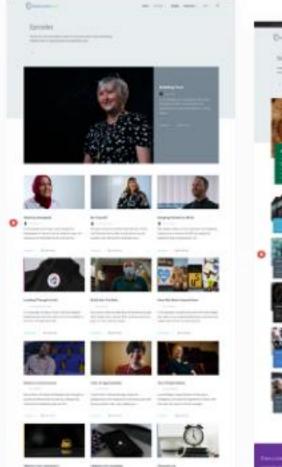






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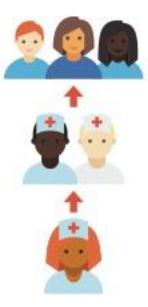




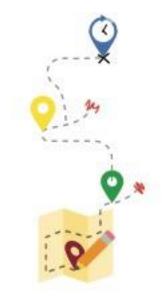
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An ongoing library of resources:

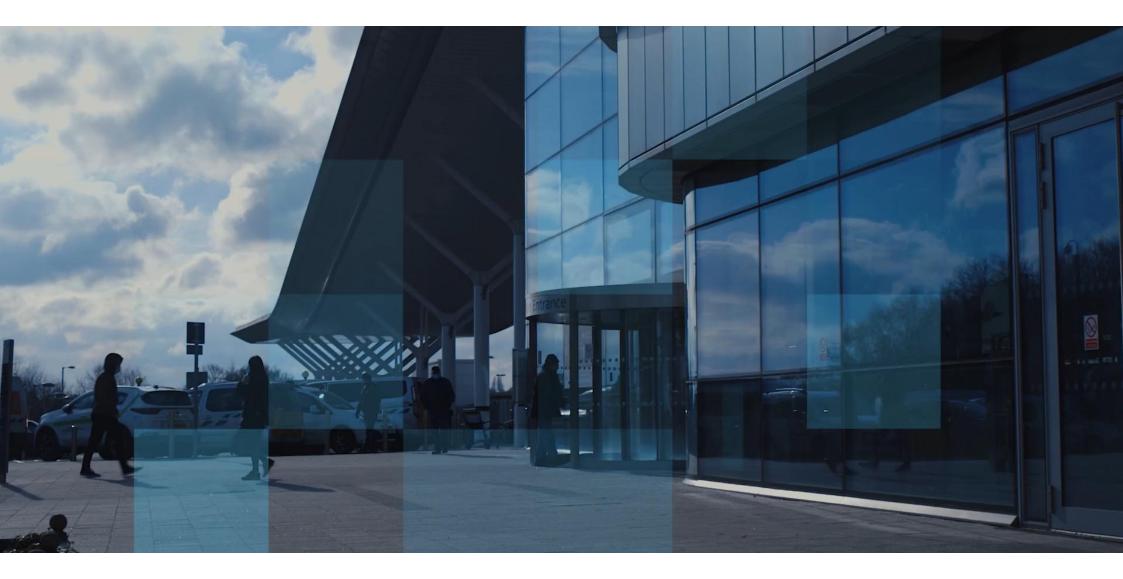








Lead Yourself, Lead Your Team, Lead Patient Experience Weekly nudges and circa 18 pieces of filmed content across the year Ongoing content planning and scheduling (Editorial Programme Board held every 6 weeks) A balance of central 'push' messages and supporting good practice 'pull' stories from our first line leaders



How it's going so far:



859 our most popular Story Telling Episode by Simon Jarvis



views of our BuildingHealthier.co.uk launch f Im

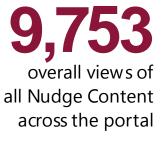


3,218 BuildingHealthier.co.uk average number of visits every 30 days









Taking it further: Welcome to Leadership



7 core learning modules

Each module contains a range of content: video, module guide, audio file, transcript, nudges and downloadable worksheets



Laser-focused on the first 6-months in role and provides support for the first 12 months Annual license includes content re-fresh



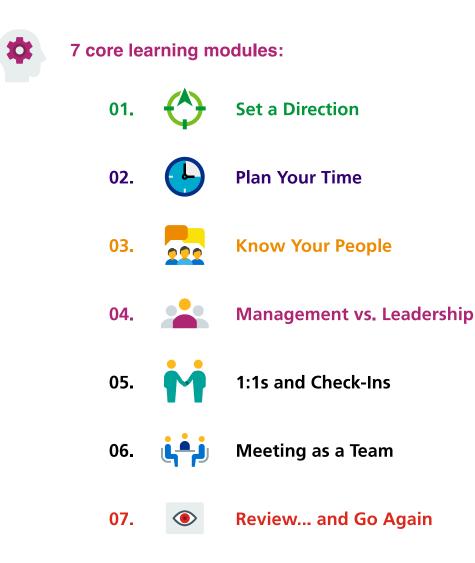
Self-paced and self-study (approximately 8-10 hours)



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Programme can be hosted on internal intranet or LMS

Taking it further: Welcome to Leadership





Welcome To Leadership

↓ Nudges



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↓ Video content



✤ Module guide

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