

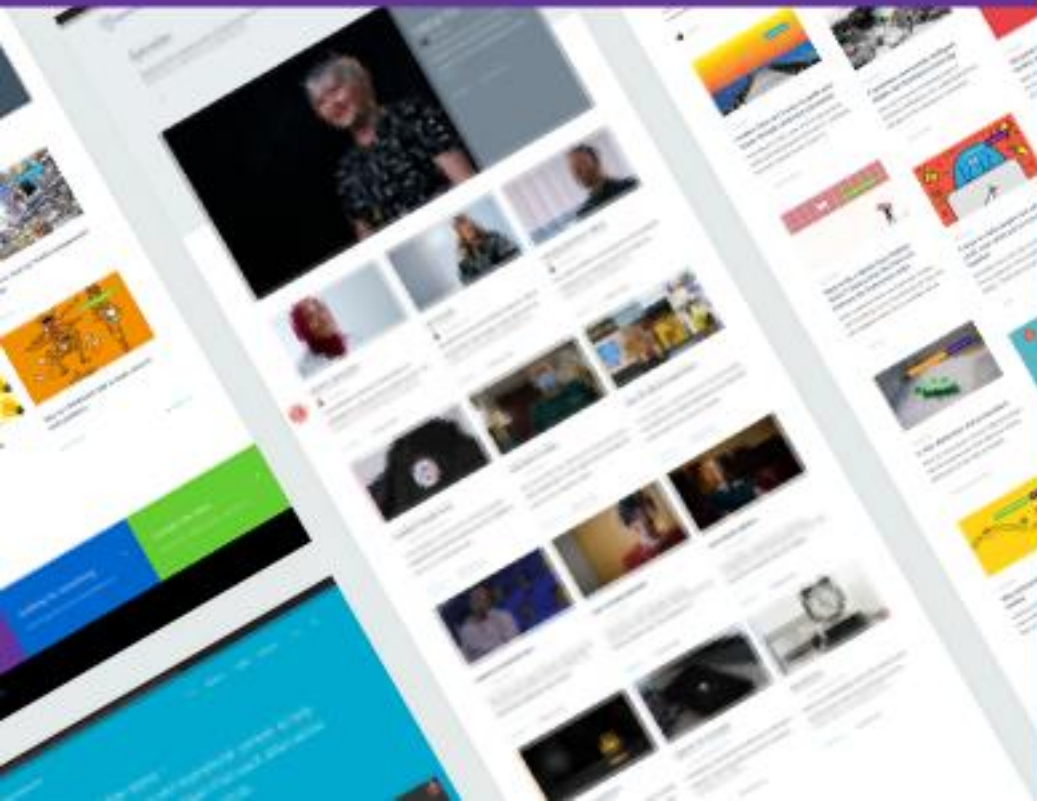
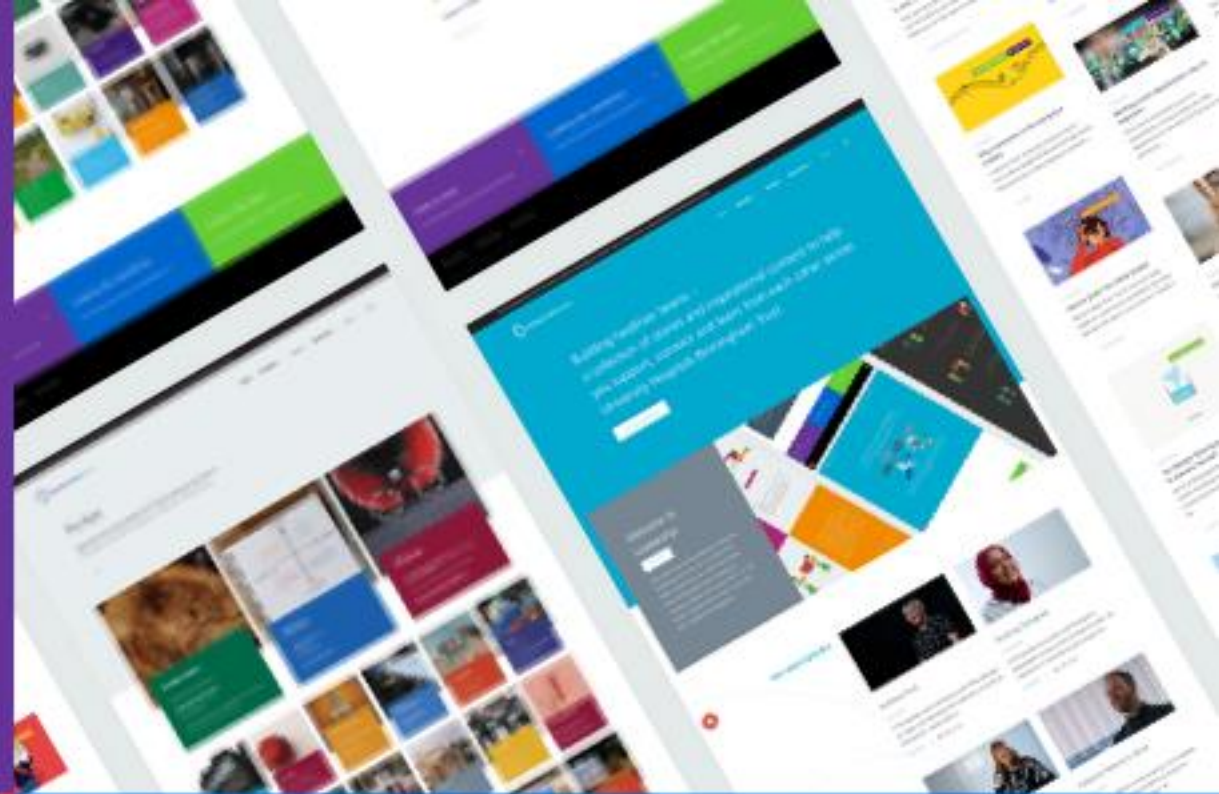


University Hospitals Birmingham
NHS Foundation Trust

Amy Passey
Associate Director of Engagement
University Hospitals Birmingham

nsu.

Tim Robson
Managing Director, NSU Media



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**



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

80%

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:

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

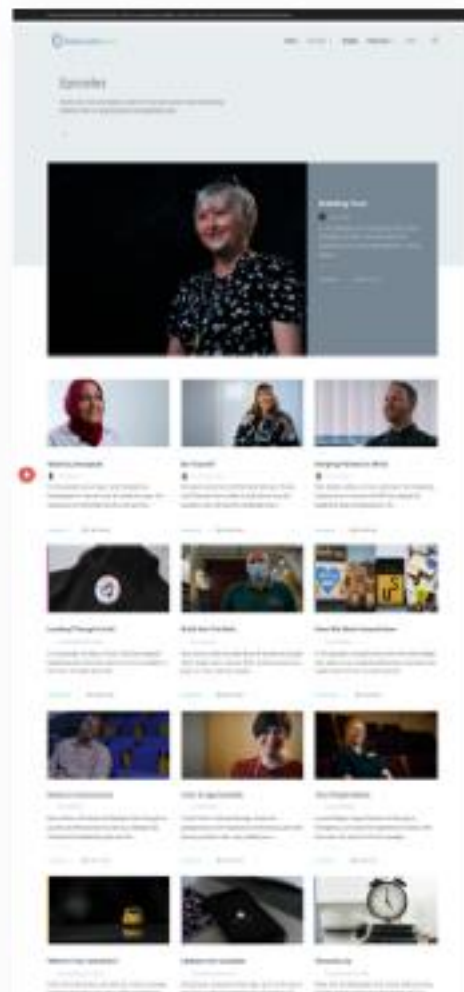
Provide high quality content on demand and via mobile

07

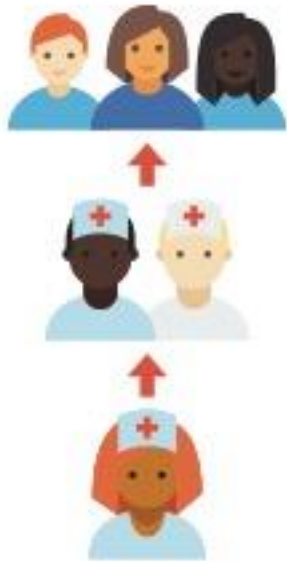
A medium term strategy rather than a one-off exercise



Building healthier teams



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



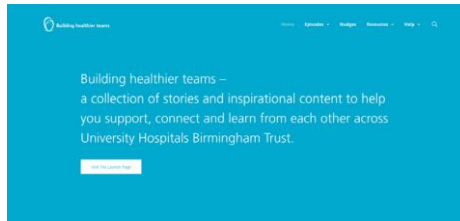
Ongoing content planning
and scheduling (Editorial
Programme Board held
every 6 weeks)



A balance of central 'push'
messages and supporting
good practice 'pull' stories
from our first line leaders

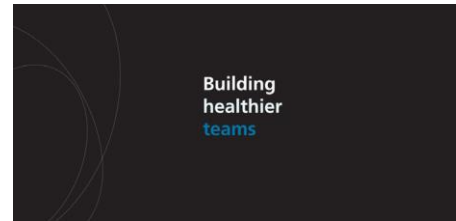


How it's going so far:



3,218

BuildingHealthier.co.uk
average number of visits
every 30 days



2,416

views of our
BuildingHealthier.co.uk
launch film



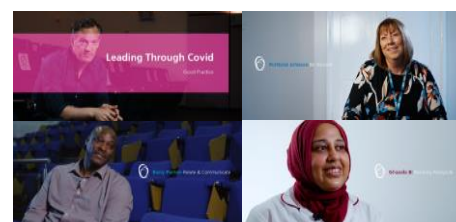
859

our most popular
Story Telling Episode
by Simon Jarvis



9,753

overall views of
all Nudge Content
across the portal



28,105

overall views of
all Episode Content
across the portal



1,146

our most popular
Good Practice Episode on
Effective Conversations

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)



Programme can be hosted on **internal intranet or LMS**

Taking it further: Welcome to Leadership



7 core learning modules:

01.  Set a Direction
02.  Plan Your Time
03.  Know Your People
04.  Management vs. Leadership
05.  1:1s and Check-Ins
06.  Meeting as a Team
07.  Review... and Go Again



Welcome 
to Leadership

↓ Nudges



↓ Video content



↓ Module guide



**Building
healthier
teams**



**Welcome
to Leadership**

**Celebrating
and Investing
in Our Leaders
from Day One**



Q&A