

Leadership for Personalised Care & Empowered Communities

January 2023 – July 2023

We are delighted to announce this opportunity to participate in our acclaimed national programme, for leaders who want to put personalised care and growing healthy communities at the front and centre of their practice.

When we started the Leadership for Empowered and Healthy Communities programme back in 2012, we had a mission to create a network of leaders committed to radical change and reform in the health and care system. Since then, nine cohorts of amazing leaders have been championing community wellbeing, co-production and transforming services where they live and work.

“*This programme has been incredible. I feel privileged to have had the opportunity to have participated. The organisation is superb, and the diversity of speakers and delegates has really enhanced the learning.*

” Previous participant – Cohort 7

“*An inspiring programme with some great learning on offer to make a difference in a real operational sense, certainly one that is worth the time and effort.*

” Previous participant – Cohort 3

The programme has now been extended to help leaders meet the challenge of making personalised care a reality in the NHS to ensure that people get choice and control over the way their care is planned and delivered, based on ‘what matters’ to them. Participants on this unique, co-produced programme will be given the tools and knowledge to meet that challenge, building on best practice from across the country.

Personalised care is set out in the NHS Long Term Plan and means a major shift in power and decision-making at a local level. But despite the policy imperative and growing evidence of the value of prevention and better integration, achieving large scale change across the health and social care system is difficult. This kind of change calls for a new type of leader – one who can work across boundaries, who can make connections and facilitate the ‘emergence’ of local, co-produced plans and solutions.

The programme takes place between January 2023 and July 2023, is co-facilitated by a team of national experts, made up of leaders, activists and specialists in the field of co-production, community development and personalised care, many of whom have lived experience.

“*This course has stretched my scope of thinking beyond traditional boundaries. I now aim to move to a way of working that ensures shared decision making and a focus on how to use expertise better, to activate collective solutions.*

” Previous participant – Cohort 7



About the programme

The programme consists of four one-day workshops and a two-day residential event. Action learning sets form an intrinsic part of the programme and additional support through one-to-one leadership coaching and 360-degree feedback is available. The programme provides theory but also gives you the space to work out how to put it to best use. You'll get a chance to learn from each other, former programme participants and people with lived experience, as we grow a movement for change together.

The programme includes

- **Personalised care** – what it means and exploring how to make it business as usual in health and care.
- **The history of personalisation** – what the movement teaches us about leading change now and in the future.
- **Building a business case** for building stronger communities.
- **Your own leadership journey** and how to utilise your strengths to bring others on board.
- **Collaborative leadership**, host leadership and leading in complex systems.
- **Co-production** – with people on a 1-2-1 basis and with local communities, to create a genuine shift towards partnership, involvement and control for people and neighbourhoods.
- **Best practice and international innovation** – you will be signposted to key papers, videos and thought pieces from organisations promoting timebanking, co-production and community building.
- **Your own local leadership challenge** – participants will be supported to develop and co-produce a project aimed at promoting and embedding personalised care where they live and work.

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The collaborative development and delivery of the leadership programme was pioneering, and should be used as a guide for other professional development programme across the public sector.

” New Economics Foundation – Programme Evaluation

National and international expert speakers will include

- **Cormac Russell** – The Asset-Based Community Development Institute & Nurture Development.
- **Dame Philippa Russell DBE** – Vice-President Carers UK, Chair of the former Standing Commission on Carers and a Board member of TLAP.
- **Dr Brian Fisher** – GP and Chair of The Health Creation Alliance.
- **Dr Miro Griffiths MBE** – Activist, teacher, and researcher on disabled people's oppression within society.
- **John Evans MBE** – John Evans is a Disability Rights Consultant and Trainer. He has developed an expertise over many years in Independent Living, Personalisation, Disability Rights and Co-Production. He was one of the original founders of Independent Living in the UK.

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We take participants on a journey of personal development to set them up to be leaders in the field of personalisation and community-building. This is a programme with a difference as we co-produce everything we do with people who use services. Our participants experience a paradigm shift in the way they see themselves and their role as a leader – to ensure everyone is focused on what really matters.

” Catherine Wilton, Programme Director





What previous participants have told us

- “It is an excellent programme that should be compulsory for anyone working in the field, including central government.”
- “It’s a really wonderful opportunity for managers – it really works.”
- “My integrity, values and behaviours have never been stronger, I have made a stand and rocked the boat in my organisation.”
- “It widens the horizons, I now want to move into a position where I can influence policy at a regional or national level.”

Applications are invited from

- Current leaders in senior decision-making and strategic leadership positions at a local level in statutory and voluntary sector organisations and provider services, including in health, housing, social care and beyond.
- General Practitioners (GPs) and other clinicians with a senior role on Integrated Care Boards or in the development of Primary Care Networks e.g. leading strategic commissioning, public health, long term conditions, patient participation or prevention.
- Directors of public health, registrars or other senior public health managers.
- Commissioning managers, project managers, policy officers and service managers across the wider public, private and voluntary sector who have a role in placeshaping and who are committed to leading radical change and developing collaborative local opportunities for change and transformation.

This is primarily a programme for system leaders, to equip them with the skills, mindset and confidence to lead change. However, we encourage participants to fund a local citizen leader to join the programme alongside them, to enable joint learning to take place. Please contact us if you’d like to do this before you both apply so we can discuss accessibility arrangements. If you are a citizen leader who is not being sponsored by a local leader, a free, bespoke programme has been developed by the NHS and can be accessed [here](#).

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Their insight into real life parallels or practical implications of what we were discussing made the programme more meaningful and helped to keep us focused on reality.

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Programme Participant – Cohort 1

Many participants have spoken of being ‘inspired’, ‘empowered’ and the emphasis on co-production was a vital ingredient for most

- “It is much more powerful hearing things from people who have direct experience of accessing services.”
- “These individuals have a lived experience which they can powerfully articulate.”
- “I have used (one of the leadership models presented) with the staff in my own team and they have always found it useful when struggling with particular challenges.”
- “Being designed and delivered in co-production is the way it should always be.”

Benefits for the system

- Strengthening integration and partnership working between health and social care organisations.
- Learning about best practice which facilitates strong, healthy and empowered communities.
- Participants will be exposed to the latest research and evidence around personalised care and community capacity building.
- Individuals will be inspired by others and bring new skills, knowledge and innovation back into their workplace and communities.

In-Person Programme dates

- Day 1** 26th January – London

- Day 2** 8th- 9th March
Residential Loughborough

- Day 3** 8th- 9th March
Residential Loughborough

- Day 4** Thursday 27th April – London

- Day 5** Wednesday 7th June – London

- Day 6** Thursday 6th July – London

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Involvement of people who use services in the design and delivery was brilliant and should be done as standard.

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Previous participant – Cohort 1

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The programme is rightly attracting the interest and praise of leaders in health and social care.

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New Economics Foundation – Programme Evaluation

How to apply:

Applications are invited from leaders in the categories stated. To request an application form, please email applications@leadershipforpersonalisedcare.org.uk

Closing date: 30th November

Successful applicants will be notified of outcome as soon as possible after the closing date.

Places on this heavily subsidised programme are limited and we have been over-subscribed every time. The whole group's learning is also dependent on everyone being present and committed.

Non-attendance of any part of the programme which cannot be avoided will be therefore be charged at £2,000 plus VAT on top of the original fee. This includes if people need to leave early or have a work deadline, unless in exceptional circumstances and by prior arrangement.

Cost

Normally a programme of this nature would cost in the region of £4000, but funding from the national personalised care programme means that we can offer the whole package to the 10th cohort at these extremely affordable rates:

- **£800 + VAT, inclusive of meals, one night's accommodation as part of the residential and specialist coaching and mentoring.**

