

A guide to leading effective engagement within your networks



Source4Networks
**Focal Point
Events**

Objectives:

At the end of this webinar, attendees will:

- Be able to describe the importance of effective network engagement
- Have a framework to address common barriers to engagement
- Have a range of tools to aid your engagement
- Be able to identify which roles and responsibilities you will need to enable effective engagement

A guide to leading effective engagement within your networks

By Tara Humphrey



Who is presenting the webinar today?



Tara Humphrey is the founder of and Principal Consultant at THC Primary Care, a leading healthcare consultancy specialising in workforce transformation and the only consultancy to have worked with 11 Community Education Provider Networks (CEPNs) across South London, Kent, Surrey and Sussex.

Tara and her team also work with GP federations supporting the implementation of clinical services.

Tara has over 20 years of project management and business development experience across the private and public sector and has achieved a degree in Business and Marketing Management, PRINCE 2 Certificate, an MBA in Leadership and Management Healthcare, is published in the London Journal of Primary Care and is the author of over 100 blogs.



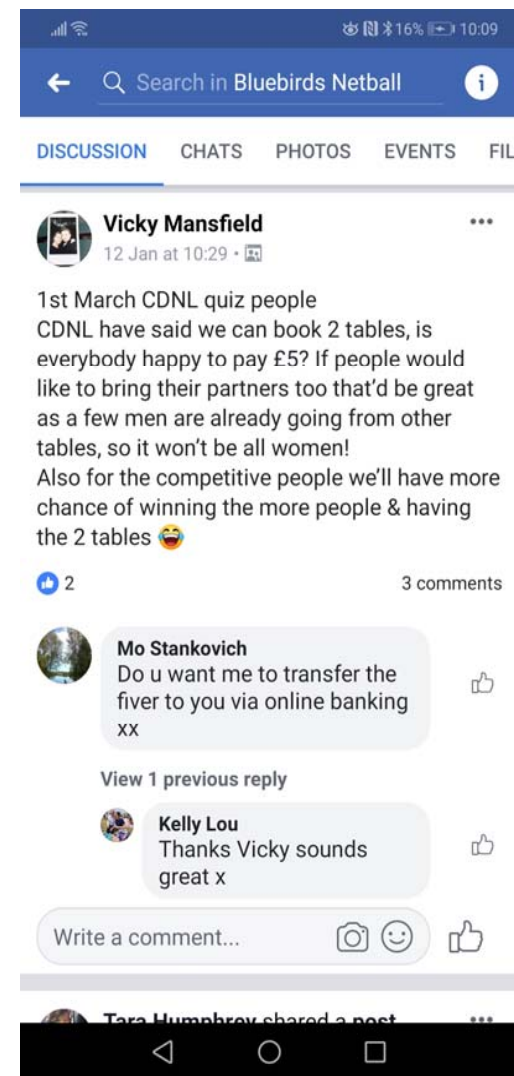
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Draw on your personal experiences of what effective engagement looks like





 tarahumphreyceo

tarahumphreyceo #iammany and this past weekend I was many amazingly incredible, inspiring, funny and ambitious women.

Thank you @eleanorbeaton and to everyone for making me so welcome.

There are not enough words to describe how amazing this opportunity was. ❤️❤️ I went Canada on my own without knowing anyone and to come back with some friends and an experience that has changed me for the better.

#thankyou #iamgrateful #bossbabe #ceo #girlboss #girlpower #3pw

vanessajbarton Perfect. capture! ❤️

jodyeuloth So nice meeting you. Looking forward to staying in touch. ❤️



 Liked by chrissiewyrot and 39 others

NOVEMBER 5, 2018

Add a comment...



Context

Integrated Care Systems and Local Care Networks

Urgent Care Networks

Primary Care Networks

Maternal Medicine Networks

Federation Network Contracts

Clinical Care Networks for Long Term Conditions

Community Education Provider Networks (CEPNs) / Training Hubs

Sustainability and Transformation Partnerships (STPs)





What type of networks do we have represented on the call and where are you based?



Why do we need to engage our networks?

❖ To inspire

❖ To lead

❖ To share

❖ To inform

❖ To update

❖ To solicit feedback

❖ To improve

❖ To collaborate

❖ To access funding

❖ To celebrate

❖ To learn and educate

❖ To recruit

❖ To facilitate and bring people together

❖ To lobby



Why else do we need to engage
our networks?



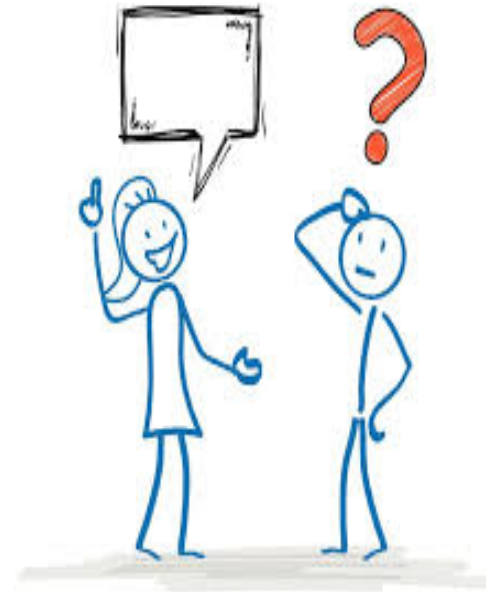


What barriers / challenges are you experiencing with communicating and engaging your networks?



Network engagement fails when we.....

- Are not being crystal clear on what we are trying to achieve
- Focus on what's in it for us rather than what's in it for them
- Do not make it easy for people to participate
- Are unable to communicate the tangible benefits
- Do not utilise the full array of communication channels available to us
- Do not listen. When people offer their feedback on why they are resistant to our ideas, listen. If the feedback is valid, acting on this will help foster a positive culture



Overcoming barriers to engagement

Relevance
Clarity and consistency
Communication
overload

Network V Project
Governance
Accountability

Fear and anxiety
Expectation v perceived
reality

Leadership
Time
Resources
Guidance and support



Tools For Engagement

- Newsletters
- Meetings
- WhatsApp
- Facebook
- Twitter
- Zoom and Skype
- Infographics
- Video / Webinars
- Frequently asked questions
- Case studies and interviews






What other tools do you utilise?



Refining our approach

	Consideration	Y/N?
Relative advantage	Is the perceived; proposition, sustainability, level of risk, competitiveness and benefits classed as an advantage?	The greater the perceived advantage, the easier the adoption.
Compatibility	Does your network align with your organisational values, wider strategic goals, experiences and needs, skills and expertise of the potential adopters?	Misalignment between the strategic fit of your stakeholders and your proposition will cause your network to fail.
Complexity	Is the concept difficult to understand?	The simpler the concept, the easier to adopt.
Trialability	Can your idea be implemented on a limit basis?	An innovation that can be experienced on a limited basis reduces the level of uncertainty.
Observability	Are others able to see the benefits of your change?	The more people can see the benefits; the more likely your network will spread and be accepted.

Tools and Frameworks For Engagement



Looking for a way to assess the health of your Network?

Answer these questions for a basic network diagnosis of strengths and areas of growth. Refer back regularly and you can use your score to identify and track progress in key areas of network development. (We suggest quarterly.)

How to use this scorecard:

- Ask each network member to fill out an individual scorecard.
- Enter individual scores in a collective table, indicating the number of members selecting particular scores to tabulate network results.
- Together consider the results. What patterns do you see? What results need further discussion? Over time, what has improved? What hasn't? Why?

NETWORK PURPOSE	Not so much					Totally!				
	1	2	3	4	5	1	2	3	4	5
1. All members share a common purpose for the network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Together, members have identified strategic goals and objectives for the network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Network plans reflect network goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NETWORK PERFORMANCE										
4. Members are working jointly to advance network goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Members are adding value to each other's work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Members are creating new knowledge or insights together.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The way the network communicates with stakeholders builds support for the network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The network is creating value for the constituents it serves.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. The network is able to attract additional network funds, as needed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Source 4 Networks - The Source 4 Networks Maturity Matrix

NETWORK MATURITY MATRIX

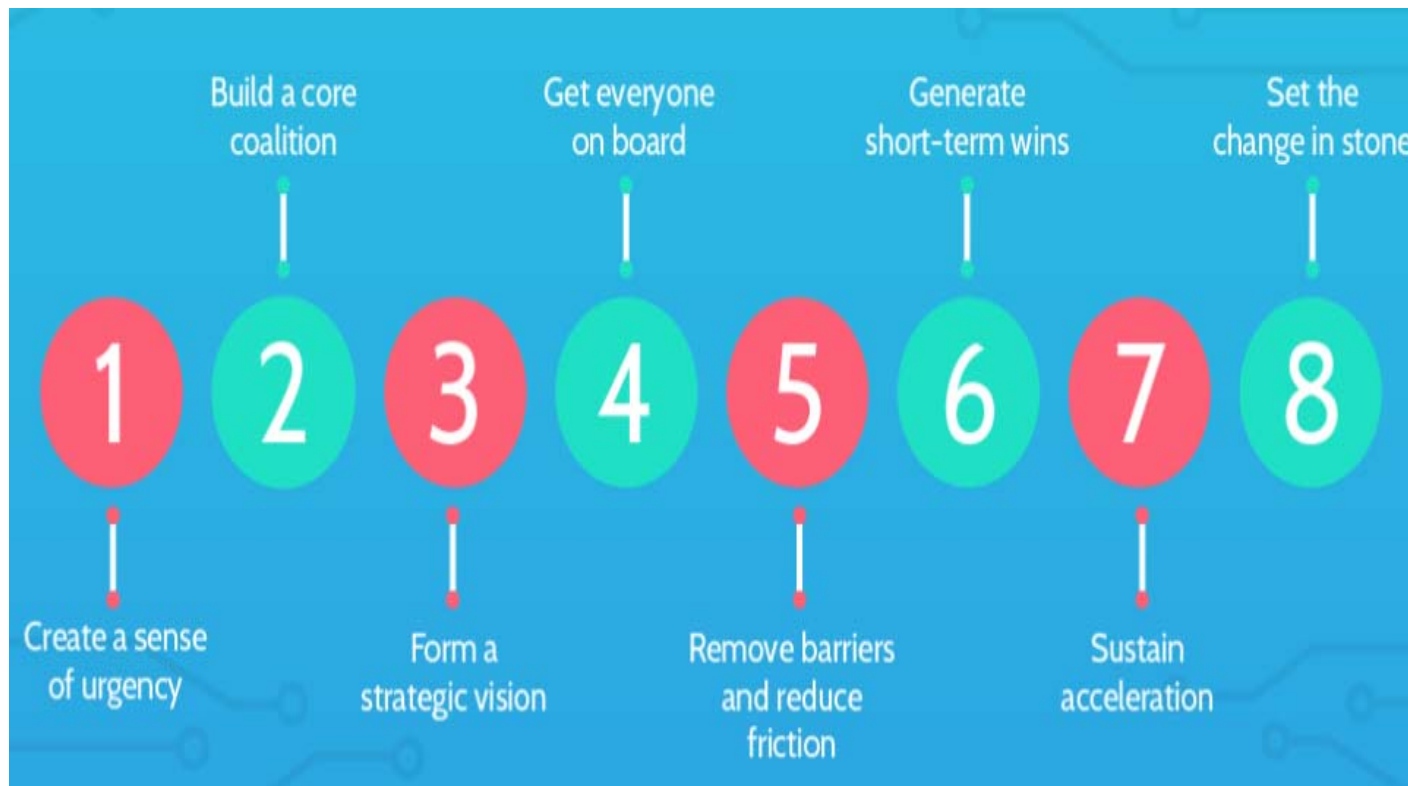
	PLANNING AND EXECUTION	MEMBERSHIP AND STRUCTURE	OPERATION AND PERFORMANCE	FINANCIAL CAPTURE AND VALUE	REPUTATION AND GROWTH	LEADERSHIP AND NETWORKING	IMPACT AND VALUE	INTEGRATION AND COORDINATION
NEW	... (text) (text) (text) (text) (text) (text) (text) (text) ...
EMERGING	... (text) (text) (text) (text) (text) (text) (text) (text) ...
ESTABLISHED	... (text) (text) (text) (text) (text) (text) (text) (text) ...
TRANSFORMING	... (text) (text) (text) (text) (text) (text) (text) (text) ...
EVOLVING	... (text) (text) (text) (text) (text) (text) (text) (text) ...
RENEWING	... (text) (text) (text) (text) (text) (text) (text) (text) ...



The network maturity matrix to enhance your engagement

Level 1	Discussions occur mostly via e-mail. People repeatedly raise the same questions, leading to occasional frustration	Integrity and Vitality
Level 2	A leader or facilitator for the network has emerged or been appointed, but with little or no dedicated time. Response to events and requests is mixed, usually coming from a small sub-set of the network.	Leadership and facilitation
Level 3	Sponsor is in place, understands what is required of them and is regularly active in the role.	Governance and Structure
Level 4	Leaders ensure regular, effective, animated virtual meetings and 'events'. People make this a priority and participation levels are high.	Integrity and Vitality
Level 5	The network is not reliant on a specific individual to maintain momentum. Multiple channels (e.g. voice, data, email, webcast) are used innovatively. Dialogue is rich and varied, incorporating personal exchanges and business focus.	Sustainability and renewal

Tools and Frameworks For Engagement – Kotter's Theory



Principals for Effective Communication

Be consistent

Keep it simple

Set a goal and
monitor and
measure your
success

Mix it up

Keep it short

Make it easy for
people to
participate



Who do you need by your side?

- Key people of influence
- Visionaries
- Implementors
- Superstar administrators





Any questions/ comments so far?

Who do you need by your side?

(Continued)

- Who do you need?
- Why do you need them?
- What do you want them to do?
- Where / how do you propose that they do this?
- Training / induction





What 1 thing will you look to do different as a result of this masterclass?



finally.

- Be you
- Be brave
- Be patient
- Be passionate
- Be positive
- Quick wins
- Don't ignore the challenges but focus on the opportunities
- Have a plan A, B, C, D.... Be flexible
- Be consistent
- Ask for help



Thank you 😊



Any Questions



Call to Action

- Register on www.source4networks.org.uk
- Join the community and the Q&A sessions for future Focal Point events and discussions
<https://www.source4networks.org.uk/s4n-community/questions-answers>

Please complete the Exit Survey to help us improve future events

You can also test your knowledge from this webinar by taking the short multiple choice questions

Thank You and Contacts



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