

# The West of England Academy

presents

An exciting new programme for local leaders in healthcare and their teams

## INNOVATION MINDSET FOR HEALTHCARE LEADERS

### Introduction

The term 'innovation' is a buzzword at the moment. But what does it mean and what does it mean for healthcare?

There are many definitions for innovation, but the one used by the West of England Academic Health Science Network, is; 'the application of ideas or technologies to achieve change for better and safer care.'

The NHS Long Term Plans makes many mentions of the need for innovation across the NHS to develop our services in order to meet the increasing demands from people across our communities. So, the West of England Academy offers a range of learning resources, including tools, materials, courses and events, to help colleagues across healthcare in the region to build key skills for innovative thinking and for taking ideas into action, in order to design and develop tangible solutions that deliver better care.

### Programme Aims

This exciting new programme is aimed primarily at senior clinicians and senior managers who seek to learn how to incorporate innovate thinking into their teams with a view to successfully addressing a key challenge faced by their service. It will also be possible to take up to 4 individuals from a team in the programme, if that better suited local requirements.

The key aims are:

- To help leaders (and teams of up to 4 individuals) learn and apply a systematic model for innovation to a current and real challenge facing their team or service.
- To gain an insight into the local teams climate for innovation and plan how to improve it through inclusive leadership and work practices
- To learn systematic and sustainable innovation practices that can be applied to innovation challenges
- To build a community of practice, using participants as a peer network with links to other healthcare innovators.

## Programme Delivery

This is a 2 day programme, with follow up online support clinics during the subsequent six months, to focus on addressing a key challenge facing the local team and/or service.

Day 1: 13<sup>th</sup> May

Day 2: 18<sup>th</sup> June

Online Clinics – will be organised to meet participant requirements.

### Venue:

Bristol Business School, University West of England, Frenchay Campus, Coldharbour Lane, Bristol, BS16 1QY.

The venue is a short taxi ride or walk from Bristol Parkway rail station.

For drivers, the venue is less than a mile from Junction1 of the M32 and there is plenty of free parking. Lunch and refreshments will be provided.

The workshops will be co-facilitated by Dr Rob Sheffield and Professor Carol Jarvis.

**Dr Rob Sheffield** is a coach, trainer and consultant, working in the area of leadership development, creativity and innovation. He is a visiting fellow at the University of West of England, Director at Bluegreen Learning and Chief Innovation Expert at Breakout Marketer - an online subscription service focusing on organic growth through innovation and marketing.

Rob's research focuses on innovation leadership. His book "*How Leaders Learn to Boost Creativity in Teams: Innovation Catalysts*" reviews the academic literature of creativity and shares current-day stories of leaders learning and applying lessons from creativity in their workplaces. Rob is interested in helping leaders develop effective strategies for applying creativity at work.

**Read more:** <https://bluegreenlearning.com/>

**Connect:** [linkedin.com/in/robjsheffield](https://www.linkedin.com/in/robjsheffield)

**Professor Carol Jarvis** is Professor in Knowledge Exchange and Innovation at Bristol Business School, University of the West of England, where she plays an active role in the design and delivery of leadership development and executive education programmes. She is an experienced coach and facilitator, and has coached in both individual and group settings, with a particular emphasis on team coaching.

Carol's current research interests include the leadership of innovation in the UK health sector; learning entrepreneurship; and coaching for transition. Her research and teaching have a strong practitioner focus and are also informed by 20 years of experience of running her own consultancy practice. Carol has a strong commitment to building and delivering sustainable business improvements, achieved through collaboration and individual, team and organisational learning and development.

**Read more:** <https://people.uwe.ac.uk/Person/Carol4Jarvis>

**Connect:** [www.linkedin.com/in/carol-jarvis](https://www.linkedin.com/in/carol-jarvis)

## Key application criteria

If you wish to apply for the programme, either for yourself or for your team, please complete the online form below, with no more than 100 words response to each of the 4 questions.

The key criteria we will use to assess applications is:

1. Applicants must be in a leadership role and be in a position to influence others within their team, service and organisation to achieve business change that will lead to better patient care.  
Or  
Members of the applying team must include someone in a leadership role who is in a position to influence others within the service and organisation to achieve business change that will lead to better patient care.
2. The applicant or applying team must have a real challenge they are committed to addressing.
3. All applicants need to commit to attending both workshops and the subsequent online clinics.
4. All applicants must have the ambition and desire to join a wider community of practice for healthcare innovators, to learn from others and share their own learnings.
5. All applicants must be happy for the West of England Academic Health Science Network to share successful projects that may interest colleagues in wider healthcare systems.

This is a unique new learning opportunity from The West of England Academy, with a restricted number of available spaces.

Assessment of applications will be undertaken in early March and you will be advised whether a space or spaces have been reserved for you by 13<sup>th</sup> March.

For more information, please contact David Evans on 07825 866057 or at [david.evans@weahsn.net](mailto:david.evans@weahsn.net)



West of  
England  
Academy

Part of the West of England  
Academic Health Science Network

## INNOVATION MINDSET FOR HEALTHCARE LEADERS

### Application form

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| <b>Name(s) of applicant(s)</b>           |  |
| <b>Role(s):</b>                          |  |
| <b>Contact details: Email<br/>Mobile</b> |  |
| <b>Employing Organisation:</b>           |  |

**What experience do you have of implementing effective change within healthcare systems?**

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**What is the challenge facing your local team/service that you would hope this training will help you overcome? (this maybe a very broad challenge at this point).**

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**How do you think the training will help you to develop and implement an effective and sustainable solution?**

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**What additional support do you think you will need post training?**

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