

# Working Crowds

Conference and Event Design and Facilitation



*begin with the end in mind*

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**We can help you to create the energy, engagement and focus that make awaydays, workshops and conferences successful with outcomes that are sustainable over time.**

How many times have you walked away from a conference that just didn't live up to expectations - the venue and food were ok; I met a few colleagues that I haven't seen for a while; but it was a passive event, with uninspiring speakers, and too little opportunity to debate the real issues that need to be addressed or move my thinking on?

We've all experienced an awayday that failed to achieve what it set out to do. There may have been a range of difficulties that remained un-addressed - it was unfocused and didn't result in clear actions; the day was dominated by the usual few; people didn't feel able to contribute fully and honestly; it just lacked energy and new ideas.

### **Achieving full engagement at conferences**

Healthskills design and facilitate **energetic and creative conferences** on health care strategic and leadership issues that fully engage the audience in dialogue with both interesting speakers and each other! The collective experience and wisdom of the audience is often as important as the speaker's perspective. The usual Q&A session and panel discussion rarely tap into the audience's creativity.

Our facilitators are able to quickly master the context and issues and will use this to move amongst the audience to lead a dynamic dialogue between the audience and speakers.

We use a range of approaches including '**Open Space**' and '**World Café**' to fully engage the

audience and send them home inspired, enthusiastic and buzzing with new ideas.

Whether it's an engagement event for service users and clinicians, or a national conference to inform policy direction we have experience that can contribute to their success.

Healthskills has over **16 years experience** of designing and facilitating health and care conferences. Some that we are particularly proud of are:

- An engagement event for 100 community leaders from across Wiltshire to help the PCT determine its health priorities
- A national conference of 400+ chief executives, chairs and clinical chairs to celebrate the launch of PCTs; the speakers included the Prime Minister and Secretary of State for Health
- An engagement event for 60 service users, clinicians, service managers, and commissioners to review Mental Health service provision across Essex
- A conference that brought together 120 Allied Health Professionals (AHPs) from across England to engage with the DH policy leads to share and understand the opportunities and challenges of the future
- A PCT AGM which attracted over 70 members of the public and engaged them in discussion on the local health economy challenges

## Powerful Awaydays and Strategy Workshops

We are often asked to co-design and facilitate awaydays and strategy workshops. Our mastery of the complex demands and policy changes in the health care system help us to design with our client an event that will **achieve previously agreed outcomes**.

We aim to achieve a balance during the event between creating the head-room and space for open, honest and creative discussion, whilst also achieving the discipline and focus needed to commit to outcomes and deliverables before people depart.

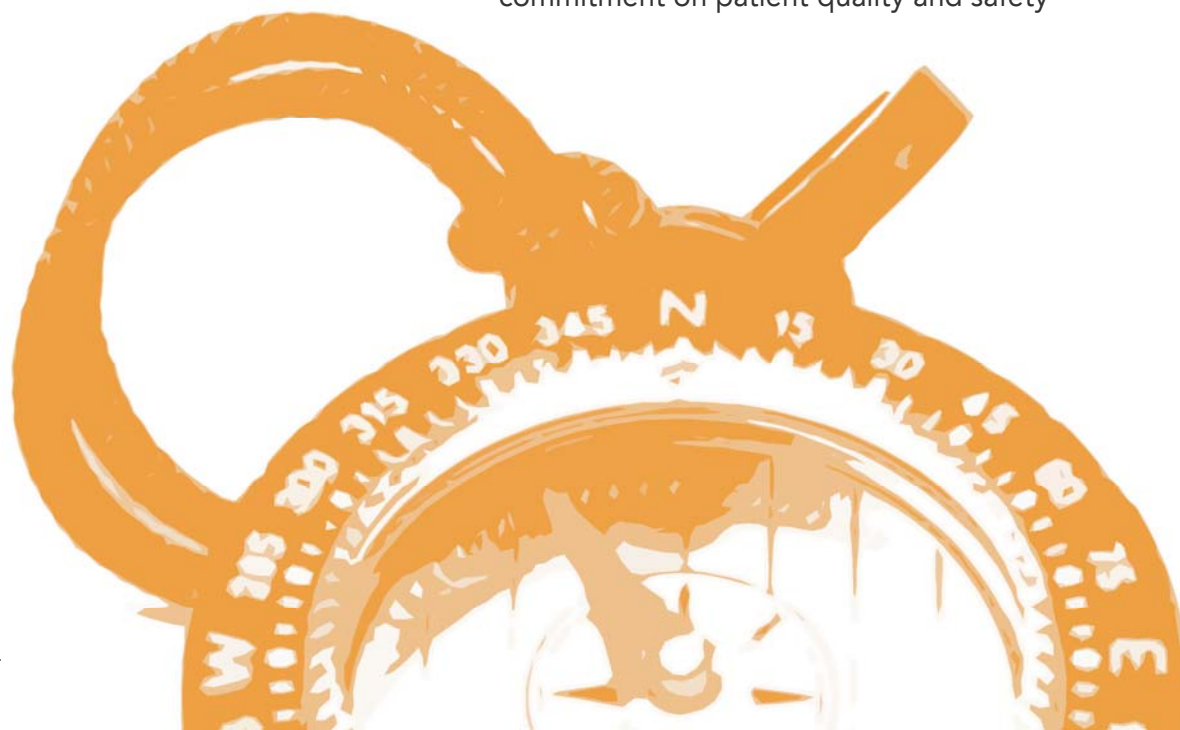
We are skilled at **creating an engaging atmosphere** that allows even the most reticent person to contribute; that encourages respect for diverse views; that overcomes interpersonal and group difficulties.

We inject **creativity, focus and fun**.

Perhaps the greatest benefit you will gain from our facilitation is that we help you to explore every perspective of an issue; see the wood for the trees; and reach consensus on a way forward.

We facilitate a wide range of small and large group workshops and awaydays – here is a small selection:

- The Board of an aspirant FT took a day out to review their market and business development plans
- A Network event for the LTC clinical and managerial leads from each SHA to create a shared vision and agree how best to work together in the future
- A PCT Board that needed to overcome the growing rift between NEDs and the Executive team, moving closer to the concept of the Unitary Board
- A time-out for all PCT Medical Directors across London to explore the challenges continuing to deliver safe and high quality services during a 'cold climate'
- The 3 PCT Boards involved in creating a commissioning alliance to create a shared vision, strategic objectives and transition plan
- The partners from a GP practice that was failing against PCT measures of success to re-focus individual and business commitment on patient quality and safety



## About Healthskills

Healthskills works in partnership with our clients offering organisational, leadership, board and team development. Established in 1993 we have built up a considerable reputation for **quality of delivery, value for money** and an **outcomes focused approach**.

We work exclusively across the spectrum of health and care sectors working with front-line delivery teams, service users, professional and clinical leaders, senior teams and boards.

Healthskills has gathered an exceptional pool of talent and expertise able to provide end to end practical and innovative support to the full range of health and care organisations.

Leading our team are our 4 Directors; Mark Greenfield, Ann Hepworth, Charles Marshall and Anne Tofts, bringing exceptional direct experience and knowledge of the health and care system which includes operational management within the NHS as well as roles at regional level and within the Department of Health.

## What do our clients say?

*"I was very impressed with the calibre of the speakers, and I came away feeling inspired!"*

**Amanda Farrell**

Surgery Directorate Manager,  
Wirral University Teaching Hospital NHS  
Foundation Trust

*"Healthskills were really excellent; the professional and expert facilitation enabled us to design and deliver the best possible programme for high-level stakeholders from whom we often experience conflicting agendas."*

**Danny Alba**

Senior Commissioning Manager,  
NHS Wakefield District/PCT

