



# 2021 strategy – approach to engaging staff



# Objectives

-  Promote the case for change
-  Raise awareness of why the strategy matters and its evolution and link to STP
-  Promote the 5 programmes with the strategy
-  Get support for our strategy
-  Generate ideas to deliver our priorities and to deliver efficiency savings.
-  Let people know how they can get involved
-  Get buy-in for and relaunch of ULHT's values and new brand ID



# ULHT's approach

- Owned by clinical management board
- Done in partnership with staff side
- Tone will be positive
- Use as opportunity to show progress made over the last two years but say there's more to do
- Use tools which seek people's priorities which consider the safety, affordability, deliverability v accessibility dilemma
- Multi-method and wide reaching
- Gain qualitative data and quantitative data (in-depth and statistically reliable)
- Complement public engagement

# Methodology

- Hold “mini 2021 conversations”. Roving roadshows at:
  - Easter events on all sites
  - Team/ directorate meetings attended by ET
  - Hold focus groups
- Send a postcard to every member of staff with #my pledge and #my2021idea on the back
- Social media conversations #my pledge #my2021idea. Invite video submissions
- Create suggestion area on the intranet where people can submit ideas, ask questions or raise concerns (and have boxes around all sites)
- Publish summary strategy document on the 3 ambitions and 5 programmes with survey questions

# Methodology

- Hold two half day “big 2021 conversations” in May
  - Invite stratified sample of circa 200 staff to deliberative event
  - Mix of brief presentations to help educate participants, voting, and informed debates
  - Table debates facilitated by clinical directors and NEDS
  - 4 themes – our “blurred vision”, what’s good about ULHT (appreciative enquiry), what need to prioritise (trade off game), Trust values

# Timetable

Action	By when
Launch 2021 engagement	w/c 13 March
Hold mini-conversations	Last week in March
Hold big conversations	Middle of May
Analysis and reporting	End of June
You said we did as part of final draft strategy	June
Promote refined values as part of new brand roll-out	June
Next phase of staff engagement on strategy and its implementation	June onwards