



Module 1 – Making It Happen

Day 1 - Influencing Without Authority

Day 2 – Maximising Opportunity & Marketing

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nhivna Academy Leadership Programme

- Often the most precious gift a leader can be given is time away from everyday pressures to:
 - Learn
 - Refresh skills
 - Think
 - Reflect
 - Discuss
 - Share experiences and ideas
 - Plan
- The NHIVNA Academy aims to support its members by providing such an opportunity.
- We asked you to identify topics which you felt would benefit yourselves, your teams and your patients.
- Overwhelmingly our members highlighted the ability to influence change, influencing without authority and being able to maximise opportunity as the most pressing topics.
- Following analysis of the survey results it has been decided to create and run a pilot module for 15 participants.

Module 1 – Making It Happen

- Module 1 consists of two days which are designed to be run sequentially.
- The module is structured to allow:
 - the uptake of new skills (or refreshing of existing skills).
 - the application of those skills to the participants own work situation.
- Each participant will be asked to bring an example of a live project / initiative / innovation which they would like to implement.
- This will be used as a platform to apply the skills / models throughout the day and the participants must be prepared to share information with the group.
- Both days will be made up of a mixture of:
 - small group work.
 - individual application.
 - presentation of theory and trainer led discussion.
- The environment will be one of relaxed learning and thought stimulation where the experiences of the participants will be used to enrich the programme.
- Most importantly it will be a worthwhile and enjoyable experience!

Day 1 – Influencing Without Authority

Focus & Outcomes

- Explore the elements of influence, persuasion, manipulation, coercion?
Identify the challenges faced by the participants around influencing others (personal and situational).
- Sphere of influence & Influence mapping.
Identifying the key people and where they sit within the organisation.
Understanding Decision Making Units (DMU) and how they affect our ability to influence.
- Creating the right environment for Peer : Peer discussions.
- Message creation and how to tailor the message to the DMU / Influencers.
- Creating momentum, and what to do when it stalls.
- Application planning.

Day 2 – Maximising Opportunity & Marketing

Focus & Outcomes

- Group sharing and learning about the successes and challenges following Day 1.
- Acting on opportunity – understanding the current situation. What works well and what gets in the way?
- Where are the opportunities? Understanding the profile of the opportunities and how that affects our ability to act on them.
- Our personal approach. How does our own behaviour affect our ability to maximise opportunity?
- Identify the challenges faced by the participants around marketing their services.
- The components of marketing and how to apply them to market projects and services and gain support for initiatives.
- Application planning.