Module 1 – Making It Happen

Day 1 - Influencing Without Authority
Day 2 – Maximising Opportunity & Marketing

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• 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.