

# THE INNOVATION AGENCY COACHING ACADEMY



**Programme Guide**  
– Winter/Spring 2019



**INNOVATION AGENCY**  
Academic Health Science Network  
for the North West Coast



SINGLE POINTS  
HEALTH INSURANCE  
STEPS FOR  
AND  
EXTRAORDINARY  
ASS-CUSTOMER  
PERSONALIZED  
WEARABLE  
CONNECTIONS  
THINK DIFFERENT

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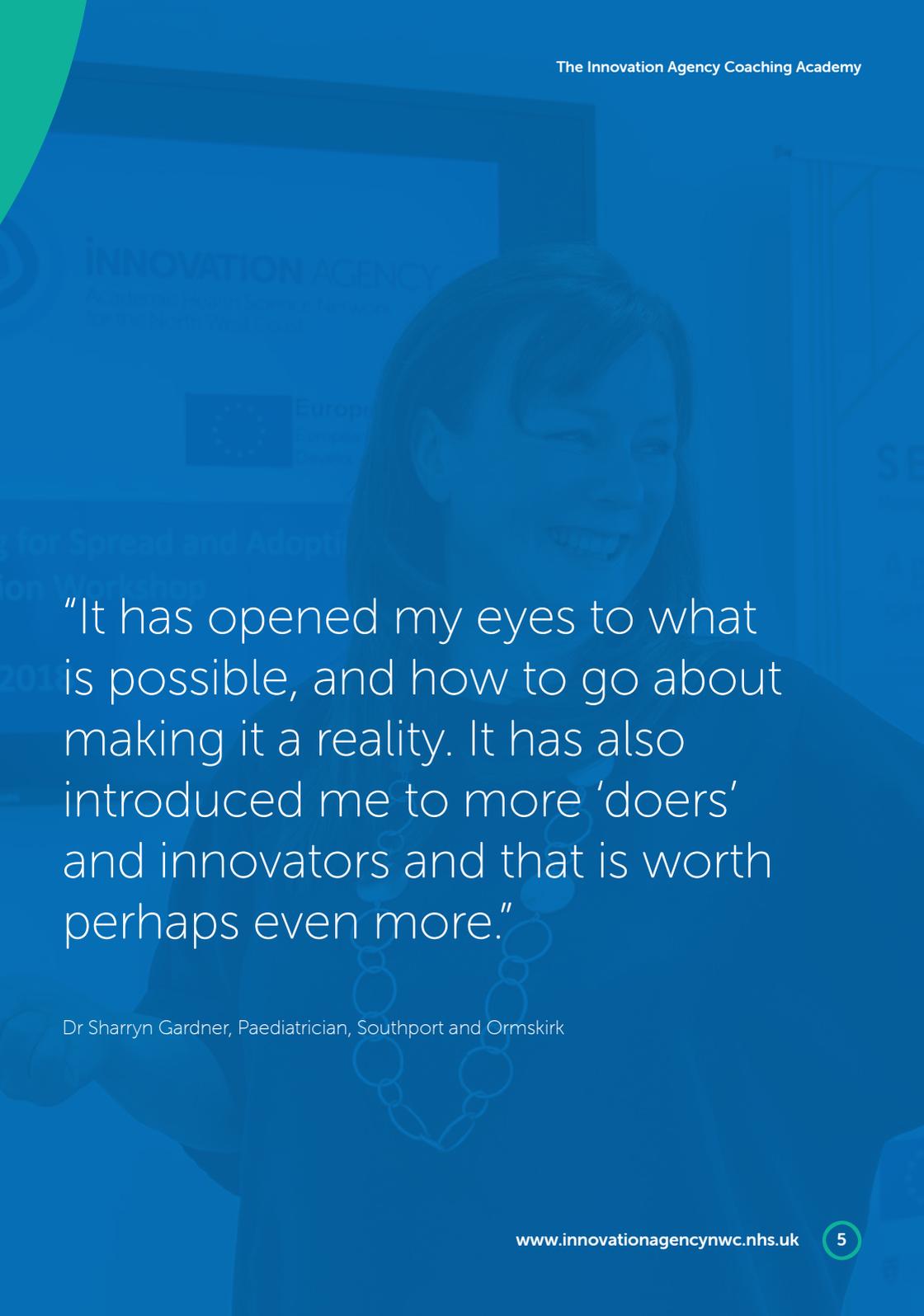
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## **The Innovation Agency Coaching Academy supports individuals and teams to coach, innovate, and improve.**

We deliver a variety of learning experiences for individuals and teams aimed at building a healthy culture for spreading and adopting innovation. At a system level, the Coaching Academy programmes seek to shift mindsets, build capacity for transformation, and support implementation. We design and evaluate our programmes around a single competency framework, allowing participants to self-assess their skills and behaviours and design a bespoke learning plan aligned with individual development goals.

For inquiries regarding all of our Coaching Academy programmes, contact us at [coach@innovationagencynwc.nhs.uk](mailto:coach@innovationagencynwc.nhs.uk) and visit the Coaching Academy page on our website.



"It has opened my eyes to what is possible, and how to go about making it a reality. It has also introduced me to more 'doers' and innovators and that is worth perhaps even more."

Dr Sharryn Gardner, Paediatrician, Southport and Ormskirk

## OPEN COHORT PROGRAMMES

These programmes are free of charge to our partner organisations and open to teams and individuals throughout the year, meeting in person and online over the course of 6-12 months.



## Coaching for Culture

Participating leaders will develop skills to successfully coach and facilitate improvement teams who attend with a shared action research focus to diagnose challenges, identify transformation needs, and implement changes that enhance safety culture within their organisations. Improvement teams of 6-8 members are welcome to apply to this 12 month programme.

At the end of the programme participants will be able to:

- Describe programme goals and participant roles
- Engage with online platforms that support learning, quality improvement and provide evaluative tools
- Create a plan to engage staff and administer a comprehensive culture diagnostic tool
- Describe the domains in the framework for safe and reliable care
- Understand the relationship between psychological safety and patient safety
- review and analyse the diagnostic tool results in order to plan for briefing.
- Apply quality improvement tools and techniques to scope and measure improvement projects
- Develop a learning community for improved safety culture
- Explain theory and process(es) for culture development
- Reflect on programme learning and define goals for ongoing safety culture support
- Formulate a plan for supporting safety culture



## Coaching for Spread and Adoption

This practical coached programme supports leaders to gain confidence and skills in spread and adoption of innovations and innovative practices. Individuals with work based spread and adoption innovation projects are invited to apply for this six month programme where they will attend three face to face workshops with group coaching in between.

At the end of the programme participants will be able to:

- Summarise programme goals and compare practical tools for spread and adoption
- Review innovation culture, organisational pathways, and explore the landscape for individual innovations
- Identify personal development goals and specific objectives for spread and adoption
- Explore and appraise characteristics of innovation leadership within the context of spread and adoption
- Experiment with tools and approaches that support adoption and spread of innovation
- Reflect on permission, fear, failure, and trust in the context of your spread and adoption journey
- Identify your successes and opportunities for growth in spreading your innovation
- Craft a narrative to share the story of your innovation, and make a plan to distribute it to specific audiences
- Collaborate with cohort members and create a plan for future efforts to spread adoption of your innovation



## Coaching Foundations Programme

Upon completion of this coaching foundations programme, individuals will be equipped to coach colleagues and system partners to build and maintain healthy innovation cultures.

Participants commit to five days of face to face workshops plus ten additional coaching hours:

- Days 1-3 consecutive: coach skills training
- Five additional e-coaching hours
- Day 4 mid-programme: coach practice
- Five additional e-coaching hours
- Day 5 end-of-programme: coach practice

Duration of coaching seminar may vary from 8-12 months, dependent on cohort needs

Upon successful completion of this programme, participants will earn accreditation by the EMCC (European Mentoring and Coaching Council)

**For all open cohort programmes:** additional information and details regarding recruitment timelines, areas of focus, and sponsorship can be found on our website, as available.



## BESPOKE PROGRAMMES

Contact us about short and long term options for addressing specific innovation and improvement culture needs within your organisation. We will tailor your coaching programme to specific audiences, timelines, and themes, grounded in research and best practice for health and care innovation. We are also happy to facilitate emerging communities of practice to gain momentum, address challenges, and implement change.



## Foundation modules

The following topics represent units of learning that make up our course programmes. They can be used to create 'learning playlists' for bespoke coached programmes, and/or stand alone as morning/afternoon, or online learning experiences.

This list is offered as a sample of curriculum areas:

- The Innovator's Mindset
- The Habits of an Improver
- Basics of Quality Improvement
- Systems Thinking and Agility
- Coaching for Reflective Practice
- Optimising Collaboration
- Putting Innovation into Practice
- Strategies for Spread and Adoption
- Evaluating Innovations
- Understanding Safety Culture
- Psychological Safety and High Performing Teams
- Innovations in Digital Health
- Storytelling for Innovators
- Navigating the Innovation Pathway
- Financial Fundamentals for Innovators
- Leading for a Culture of Innovation
- Workforce Optimisation through Community and Culture
- Restorative Practices for Safe and Just Cultures

## Self-directed courses

Learn at your own pace with our online development opportunities. Several times a year, we offer a cycle of flexible courses with online coaches, so you can pursue action learning based on authentic, relevant innovation challenges.

Topics include:

- The Innovator's Mindset
- Putting Innovation into Practice
- Strategies for Spread and Adoption.

## Additional learning experiences

We are happy to host and facilitate stakeholder-driven workshops with communities interested in innovative solutions to health and care challenges:

- Hackathons gather people from different backgrounds to form teams, collaborate within a limited time frame, and focus on a specific problem or idea in healthcare to come up with innovative ideas and solutions. By bringing together diverse thinking with the common goal of solving a challenge, problems can be diagnosed from multiple perspectives.
- Design Thinking Workshops allow teams with a single, shared goal to address specific improvement and development needs as defined and driven by stakeholders. The process begins with empathy building and results in a methodically designed prototype, ready for testing and evaluation.

“An insightful programme that has exposed me to a wide range of methodologies that can support the spread and adoption of innovation. The programme has helped me think about my project from a range of different perspectives, utilising a range of methodologies and supported by a range of inspiring speakers.”

Neil Swindlehurst, Contracts Manager, University Hospitals of Morecambe Bay

## Competency Framework

Participants in all our programmes will use a competency framework to assess their attributes, skills, and behaviours as innovators. Core innovator dispositions are coupled with course-specific competencies to create a reflective portfolio of evidence that demonstrates scaled growth throughout the learning journey. This framework allows innovation coaches to discuss and support participant learning goals that are meaningful and relevant to the individual. Please see our website for course competency samples.

## Communities of Practice

### **Innovation Scouts:**

Individuals in this community support the adoption and spread of evidence-based innovations, and help embed innovation in the culture of their organisations.

**Q Community:** We host the North West Coast Q Community on behalf of the Health Foundation, bringing together people with improvement skills in our region. We support recruitment, provide networking opportunities both face to face and online, and offer other themed learning exchanges driven by community members.

“This [Spread and Adoption] programme has helped me to connect with other like-minded individuals and has made spreading the world of digital innovation much easier.”

Lisa Drake, Practice Manager and Digital Lead, Seascale Health Centre



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