

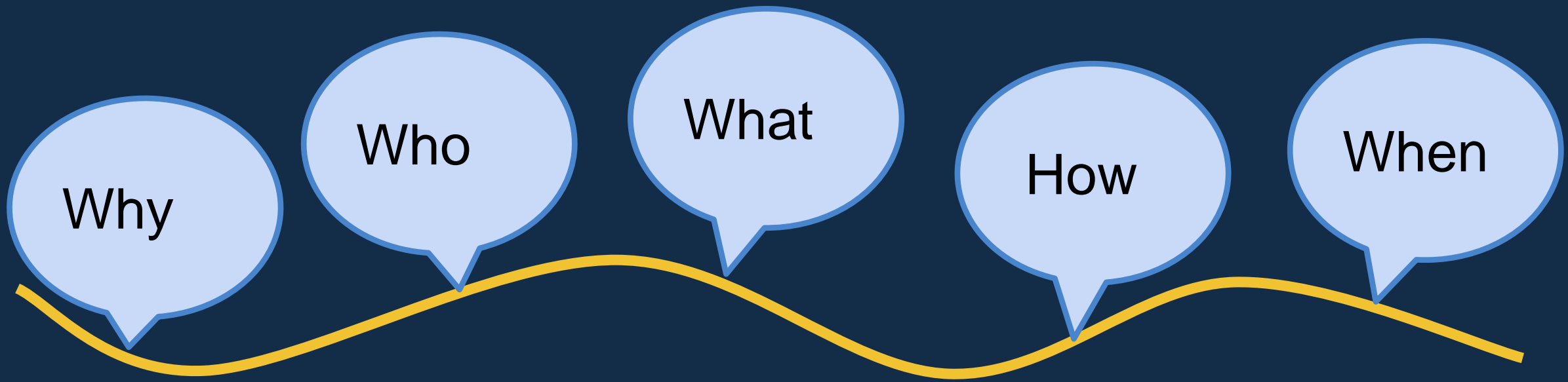
Engagement & Influencing

23 March 2021



Engagement

Good communications need to be meaningful, planned, resourced and delivered effectively. The most systematic way of doing this is to create a simple communications strategy.



Engagement

Understand who your audiences are, and what they need to know. Tailor your comms to the specific audiences. Keep dialogue open and provide a way for people to feedback.



The messaging needs to be clear and realistic expectations set. Plan your communications methods, social media, text, telephone calls, emails, posters, leaving cards etc.

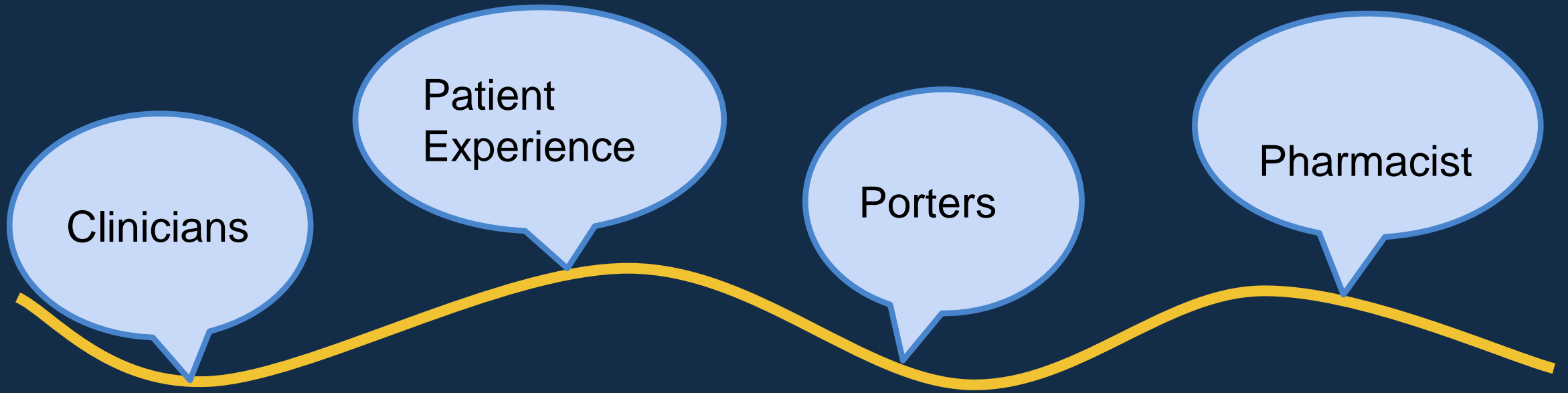
Teamwork

Make sure all your team, including volunteers, are on the same page. They will understand why positive engagement is essential, and therefore they will become ambassadors.



Stakeholders

Creating a stakeholder map will help you track progress and engagement



Influencing

What is influencing

'To produce an effect on an individual or group by imperceptible or intangible means'

Influencing skills **ARE** about behaving in ways that offers others the invitation to change (**their behaviour, attitudes, thoughts, and ways**) and/or accommodate your own wishes whilst accepting that they may be unable to or unwilling to, or are unprepared to meet your request to be influenced.

Influencing

Ten key influencing skills

- * Observation
- * Active listening
- * Awareness
- * Self confidence
- * Intuition
- * Interpretation
- * Feedback
- * Choices
- * Timing
- * Others Viewpoint

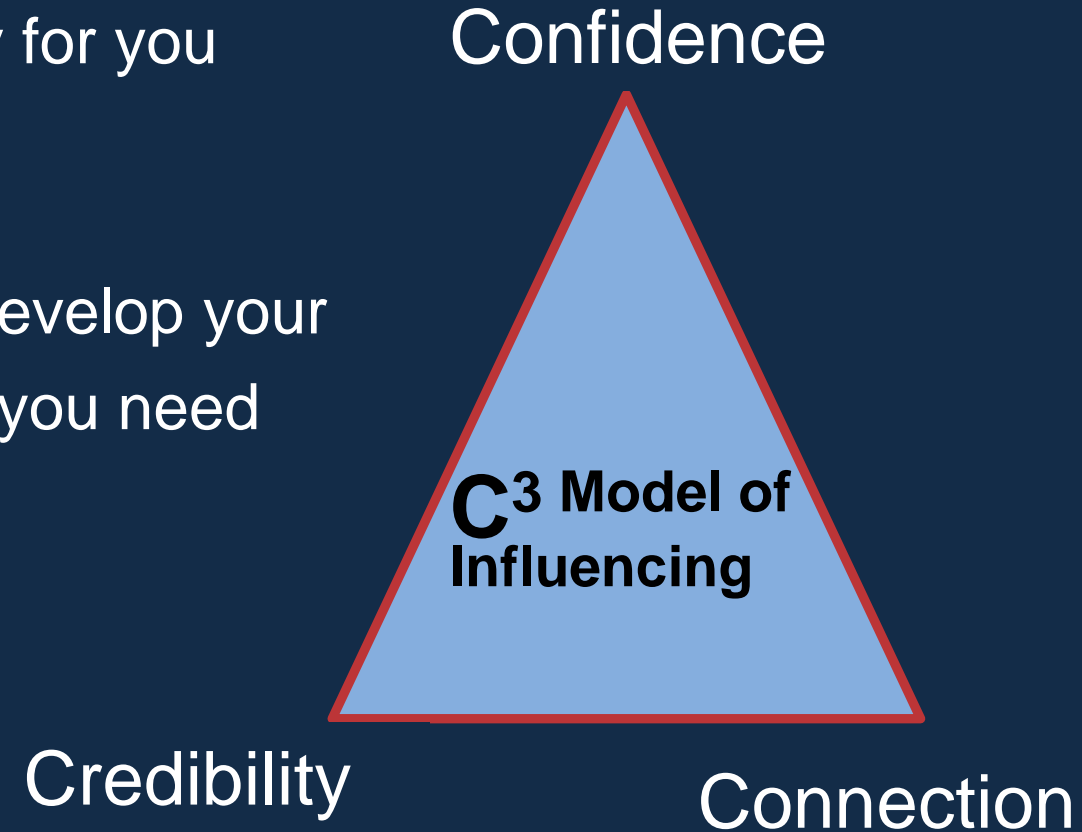
Influencing

The C3Model of Influencing is a practical way for you to think about influence and presence

By focusing on the three elements you can develop your own abilities. To influence people effectively you need to have:

- Confidence (at the point of influence)
- Credibility
- Connection (or rapport)

You need to recognise that different people respond to different types of influence.



PDSA Cycle



What is PDSA

Plan Do Study Act

- Is an iterative four-stage problem-solving model used for improving a process or driving change.
- Planning it, trying it, observing the results, and acting upon what is learnt.
- When using the PDSA cycle, it's important to include internal and external customers: they can provide feedback about what works and doesn't.
- Using PDSA lets you test out changes on a small scale, building upon the learning before going full scale.

PDSA Cycle - Comms



| PDSA Comms | Assigned to | Start date | Completion |
|------------------------------------|-------------|------------|------------|
| Communication Plan internal | | | |
| Communication Plan external | | | |
| Communication Plan targeted area's | | | |



87%
of staff

Felt that
volunteer
saved them
time



72%
of staff

Agreed that
volunteers make
them feel less
stressed when
wards are busy



86%
of staff

Were satisfied
with volunteer
support



80%
of staff

Felt that volunteer
support was helpful
allowing them time
to deliver good
patient care



89%
of volunteers

Agreed that
volunteering as
given them a
sense of purpose

65%
of staff

felt that the Active Responder
volunteers enable patients to
leave hospital sooner on the
day of discharge by supporting
TTA deliveries.

72%
of staff

agreed/strongly agree
that when wards are
busy or short-handed,
volunteers help them
to feel less stressed.



89% of the staff think that active response volunteers who support the delivery of TTAs from pharmacy to the wards may be able to avoid patient discharge delays (n=53)

65% of staff believe that the active response volunteer role is enabling patients to leave hospital sooner on the day of discharge (n=54) and estimated that volunteers could speed up discharge by an average of 44 minutes per patient (n=33)