



**HEALTH INNOVATION**  
North West Coast



**COACHING  
ACADEMY**

**Our 2024 offer**

**to individuals, teams, organisations  
and systems**

[coach@healthinnovationnwc.nhs.uk](mailto:coach@healthinnovationnwc.nhs.uk)

**HEALTH INNOVATION**  
North West Coast  
**COACHING  
ACADEMY**

## WHAT WE DO

Health Innovation North West Coast's [Coaching Academy](#) supports individuals, teams, organisations and systems to build cultures that can adopt innovation, continuously improve, and nurture equity and inclusion. We can help you shift mindsets, build capacity for transformation and support implementation.



**Jen Kohan, Head of the Coaching Academy, Health Innovation North West Coast**

“Our network of expert trainers, educators, facilitators and coaches have a track record for forming positive, productive partnerships to help organisations across all sectors build capacity for innovation. Our creative and user-centred methods will give you the knowledge, skill and energy to jumpstart and sustain positive change. Have a complex challenge? Contact us and we will help you unpack your support needs.”



## WHO WE WORK WITH

The Coaching Academy works at all levels of the health and care system, from front-line teams to board-level senior leadership. For over 5 years, we have worked throughout the NHS, local authority, public and third sectors and academia in the north west coast and beyond.

We have recently delivered work for NHS England and NHS Improvement (both nationally and regionally in the north west), the Cheshire and Merseyside Integrated Health Board (ICB) and Lancashire and South Cumbria NHS Foundation Trust.

We are also working with the NHS North West Leadership Academy as one of their expert facilitation providers.

The depth and breadth of our network allows us to adapt and scale up our programmes to best fit your needs.



**2,860**  
people  
coached



**314**  
coaching  
support sessions



**33** trained in  
Coaching  
Foundations



## OUR OFFER

Our combination of 'core' workshops and programmes (those with a defined outline or curriculum) and bespoke offers means there is always a way we can support you. Our core offers are grouped into the following categories:

- [Coach Training](#)
- [Learning and Development](#)
- [System Support](#)
- [Facilitated Collaboration](#)
- Fully [bespoke](#) to meet your unique needs



## Coach training

Our [coach training programmes](#) are the heart of what we do. We train accredited coaches so teams can:

- build compassionate, collaborative cultures
- have better conversations
- feel empowered to innovate and improve.

Our programmes are designed for health and care professionals and two levels of accreditation are available through the [European Mentoring and Coaching Council \(EMCC\)](#): [Coaching Foundations](#) and [Coaching Practitioner](#).

If your team is not able to commit to a full programme, we can offer [coaching conversations workshops](#) or create a [bespoke programme](#), where you can learn how to use coaching methods to achieve your goal or address your challenge.





## Learning and development

There is a programme for everyone interested in learning and development for themselves, for their team and for the system at large.

We offer some programmes on a regular basis (usually beginning Autumn and Spring) to individuals or as commissions for teams.

These programmes have common elements:

### Innovator development (online)

- [Innovator's Mindset](#) – For people brimming with ideas who want to develop or reaffirm a mindset for bold, innovative thinking and behaviours.
- [Strategies for Spread and Adoption](#) – You have developed an innovation, product or service and are keen to see your idea spread to the right audience and be adopted.

### Leadership and culture development

- [Coaching for aspiring leaders](#) – This programme supports developing leaders with individual coaching and group collaboration to grow and achieve their leadership goals.
- [Innovative leaders](#) – A series of bite-size development workshops for leaders to expand their skills and embed creative and innovative leadership more deeply within their practice.
- [Fundamentals of restorative practice](#) – Restorative practice is a social approach for building community, navigating conflict, and repairing harm; these workshops aim to inform participants about the potential for using these methods for supporting team and organisational wellbeing.



## Systems support

We provide leaders and teams with [support to make improvements](#) to the system, navigate complex systems change, and, most recently, to support Integrated Care Systems.

We provide:

- space for teams to learn about themselves, their system and examine their challenges
- evidence-based tools and techniques to work through solutions to these challenges.



HEALTH INNOVATION  
North West Coast  
**COACHING  
ACADEMY**

Below are our core offers; however, we will work with you to adopt models and course material to best support your objectives (e.g., pathway redesign, digital transformation).



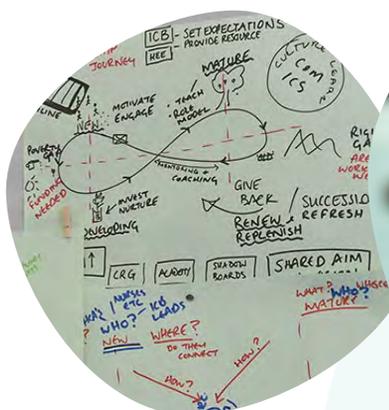
- [Design thinking](#) – For leaders who want to apply design thinking methodology to a real-world challenge within the health and care system. Available as a one-day introduction, or six-month programme.
- [Appreciative inquiry](#) – A series of facilitated discovery conversations to seek feedback on barriers and enablers to success in relation to a current state.
- [Improvement in systems](#) – This course will help you navigate change and enable you to make improvements in complex environments.
- [Safety culture improvement](#) – For small groups to tackle a specific safety or improvement challenge in their organisation using a number of tried and tested techniques and quality improvement tools.
- [Implementing innovation in systems](#) – Supports teams who are ready to implement innovations by using systems-thinking guided collaboration, using evidence-based practice.
- [Complex change and service redesign](#) – A system-wide future state redesign that will improve outcomes by introducing innovation to optimise the deployment of resources and embrace integrated care concepts.



## Facilitated collaboration

We provide [expert facilitation](#) that creates space and time for leaders, clinicians and programme managers to come together to share, learn and integrate shared priorities and unique challenges to improve health and care in their organisations and across the whole system. Below are our approaches:

- [Action learning sets](#) – This series of workshops uses an action-learning approach to explore a system problem, set a system improvement goal and work with unusual suspects to develop solutions.
- [Communities of practice \(CoP\)](#) – Our expert facilitation and hosting of CoPs provides opportunities for new approaches to challenges and innovations to emerge through networking opportunities.
- [Discovery workshops](#) – Coached reflective spaces that offer short, virtual peer learning spaces where colleagues can come together to discuss theme-based challenges to improvement and innovation.
- [Senior expert facilitation](#) – Our expert coaches can facilitate discussions at a senior management and board level. We will hold space for thinking and shared learning to help you navigate a complex topic. This may be a single workshop or a series, depending on your needs.





## Bespoke

We can collaborate closely with you to [design a programme to achieve your goals](#) for innovation, improvement, change management or cultural change. We can customise any of our existing workshops, programmes and coaching options to suit you, including your audience, themes, methodology, duration and delivery method (e.g., online, in-person or a blend).

Below are a few additional services that the Coaching Academy can offer your team.

- [Resource development](#) – We can use our knowledge and experience to assist you in creating evidence-based resources (e.g., competency frameworks and assessment tools).
- [Workforce analysis and modelling](#)
- [Hackathons](#) – A hackathon is an event bringing together diverse thinking with the common goal of solving a challenge.
- [Stakeholder engagement](#) – We can help you host and facilitate workshops with your stakeholders to achieve your project or programme goals.





## Six reasons why you should work with us

- 1** **We know the system** – Relationships is Health Innovation North West Coast’s business. We can draw from a deep pool of knowledge and provide a valuable system-level perspective to teams who are focused on one service area or within a defined geography.
- 2** **We are flexible and agile** – We can scale up and access expertise that suits your project best. We can adjust course or workshop content to fit the needs of your team/organisation and work around your schedule.
- 3** **We are creative** – We can introduce new, innovative approaches (such as design thinking and appreciative inquiry) to tackling the ‘same’ problems. A number of our learners have expressed initial discomfort when asked to do things differently, but the results are often very positive!
- 4** **We have an external perspective** – We offer unbiased, safe spaces for you and your team to work out the sticky and tricky bits. Many partners also comment that more new ideas and ways of working emerge when they don’t hit as many of the usual internal barriers. In other words, we empower you to step outside of the box.
- 5** **We want to see lasting change** – We are not interested in ‘quick fixes’. We want to help you be as successful as possible and achieve lasting change. This means uncovering the root of your challenges – which can often be cultural – and ensuring solutions are co-produced with input from those who are directly impacted. This often results in uncomfortable truths that need to be explored or extended timelines to ensure thorough consultation. We will discuss these with you at the outset of a project and approach them humbly and tactfully.
- 6** **We have an excellent track record and reputation** – We will happily share our many case studies or put you in touch with past partners who can speak to you about our work.

## TESTIMONIALS

➔ The Coaching Academy was commissioned to develop a programme to help facilitate whole system change to support patient safety specialists.

"NHS England North West has worked in collaboration with the Coaching Academy to manage whole system change to support patient safety specialists. We found the team outstanding in their co-ordination, presentation and in managing our events. They are excellent facilitators, ensured the audience felt comfortable, and that all questions or comments were listened to and considered. The audience and our own colleagues reported feeling motivated and empowered throughout, which is exactly what managing change requires. We look forward to working with them again."

**Elizabeth Ratcliffe, Deputy Director of Quality,  
Regional Safeguarding & Investigations Lead NHS England  
North West Clinical Directorate**



➔ The Coaching Academy was commissioned to develop a programme to assist in the development of a new approach to Child and Adolescent Mental Health care.



"The Coaching Academy supported our trust and the wider north west in developing a pathway/treatment approach for children and young people. They used the design thinking methodology to support and facilitate steering groups and face-to-face events. They were instrumental in supporting us with this work and this work may not have taken place without this structured approach and dedication of the team. They made my role as chair of the project easy due to the continued support I received."

**Anthony Davison, Director of Nursing and Quality,  
Commissioning and Integration,  
Lancashire and South Cumbria NHS Foundation Trust**



# HEALTH INNOVATION North West Coast COACHING ACADEMY



## ABOUT US

Most of the Coaching Academy's work begins as a conversation.

Drop us a line at [coach@healthinnovationnwc.nhs.uk](mailto:coach@healthinnovationnwc.nhs.uk) to tell us a little about what you think you need and/or register your interest in a course and we will get back in touch with you.

[Health Innovation North West Coast](#) supports the discovery, development and deployment of innovations and improvements in health and care across Cheshire, Merseyside, Lancashire and South Cumbria.



**HEALTH INNOVATION**  
North West Coast