



MOBILE TEAM CHALLENGE

“Winning Behaviours and Attitudes”



When Clinical Intelligence meets Emotional Intelligence

Mobile Team Challenge Ltd

Unleash the Potential of Your People

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Many thanks for your enquiry.

I have outlined an overview of the “When Clinical Intelligence meets Emotional Intelligence” workshop and I have also taken the liberty of including an overview of some of the other workshops which we are currently delivering across the NHS.

To give a little background to our involvement with the NHS, here is a flavour of our activities as we are currently working with 22 NHS Foundation Trusts covering topics such as:

- The Patient Journey / Experience within the NHS
- “What if Disney ran your Hospital?” – a 1 day workshop on Patient Service Excellence on the 10 things that you would do differently ... if Disney ran your Hospital based on the Disney Service Principles.
- The 15 Step Challenge – Seeing your Hospital through the eyes of your Patient
- Creating a Culture of Innovation within the NHS
- The Role of Emotional Intelligence within the NHS: “When Clinical Intelligence meets Emotional Intelligence”.
- Creating and Hard Wiring Empathy and Compassion within the NHS
- Key Note Speaker at several NHS Conferences and NHS HR Groups: W. Sussex Foundation Trust Conference at Fontwell Park Race Course, The Foundation Trust Network of HR Directors, Westminster, The Health Care People Management Association (HPMA) Conference at Newmarket Race Course, W. Suffolk Clinical Commissioning Group, Gloucester Care Services NHS Trust Conference etc
- We have trained over 100 NHS employees at the Birmingham Children’s’ Hospital and have facilitated workshops on Innovation, Leadership within the NHS and The Patient Experience and we are currently commissioned by Chelsea and Westminster NHS Trust for the roll out of Patient Experience and Disney Service Principles across the Trust with over 120 people trained so far.



The proposed workshop on Emotional Intelligence is covered on Pages 4 – 7, followed by other examples of courses we are currently delivering across the NHS in the UK.

In addition to the above, MTC has been approved as the preferred supplier to the RAF, Army, Navy and Tri-Services for the training of 3,000 (to date) service personnel on the topics of Leadership, Team Building, Conflict Management and Emotional Intelligence.

I look forward to discussing this proposal with you in more detail, if, in the meantime, you require any further information; please do not hesitate to contact us.

Yours sincerely

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Developing Self Awareness and Insight:

❖ When Clinical Intelligence meets Emotional Intelligence

Harvard Business Review **says** *"In hard times, the soft stuff often goes away. But Emotional Intelligence, it turns out, isn't so soft. If emotional obliviousness jeopardizes your ability to perform, fend off aggressors, or be compassionate in a crisis, no amount of attention to the bottom line will protect your career. Emotional intelligence isn't a luxury you can dispense with in tough times. It's a basic tool that, deployed with finesse, is the key to professional success."*

Why it is important to develop Emotional Intelligence within the NHS

Our moods and emotions influence our behaviours on every workplace interaction and relationship. They influence fundamental areas like empathy, decision making, resilience to pressure, motivation / engagement etc.

Showing a genuine concern (empathy and compassion) for patients' needs, smiling and making eye contact are all critical to a patients' perception of service quality and patient experience.

Importantly, research has shown that GP's with a higher level of emotional intelligence have a faster rate of patients returning to full health after illness.

Doctors, Nurses and Hospital Staff who are high in emotional intelligence are able to manage their own impulses, communicate with others effectively, manage change well, solve problems and use humour to build rapport in tense situations. These people will have empathy, remain optimistic even in the face of adversity, are gifted at educating people in difficult and sensitive situations and/or handling complaints in a service role.

The NHS has long recognised the importance of emotional intelligence by making it central to NHS Leadership Qualities Framework (LQF). The LQF focuses on developing Self Awareness and understanding how emotions impact on behaviour in the work place.

Emotional intelligence and leadership skills among NHS managers: an empirical investigation

Abstract:

A total of 43 managers from a range of disciplines and with varying levels of seniority, employed in an NHS mental health setting, participated in a research project looking at emotional intelligence (EI) and leadership styles. All of the participants completed the electronic versions of Emotional Quotient Inventory and Bass and a Leadership Questionnaire. Four groups of leaders were then produced, based on overall EI and transformational/transactional leadership scores, and were compared across the groups. The results showed a statistically highly significant difference between the groups, and it was concluded that a strong relationship existed between high levels of EI and high levels of transformational/transactional leadership styles. This study

shows that a significantly different style of leadership can reasonably be predicted when a high EQi score is encountered, and that a high transformational/transactional leadership score implies that a high EQi score is also highly likely to be present

The International Journal of Clinical Leadership

The evidence of the above and similar experiences from our work with hospitals in the UK indicates that there is a very close correlation between Emotional Intelligence and Leadership Skills. Our proposal for the Developing self-awareness and insight Module is to focus the one day workshop on all 8 behaviours of emotional intelligence – all of which are paramount to professional communications from transformational leaders.

Empathy is an emotional capability closely associated with Emotional Intelligence (EI), and the good news is that (unlike our Intelligence Quotient which is thought to largely fixed by early adulthood), we continue to develop **emotional awareness** and **social skills** throughout our lives... **If... we choose to.**

Daniel Goleman has defined **emotional intelligence** as *'...the capacity for recognizing our own feelings and those of others, for motivating ourselves and for managing emotions well in ourselves and in our relationships.'*

The development of these 8 behaviours will create transformational leaders and will enable our Health Care Clinicians to deliver Patient Experience Excellence.

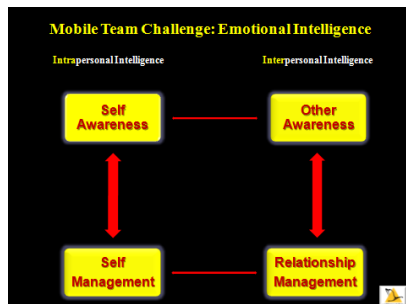
The Emotionally Intelligent Leader – The 6 Leadership Styles



When CLINICAL Intelligence meets EMOTIONAL Intelligence

It is proposed that delegates will complete a personal Emotional Intelligence Psychometric on-line profile (as approved by the British Psychological Society) prior to the Module which will produce a personalised 15 page report creating a personal "score" against the 8 Emotional Behaviours, shown here on the right and will provide an invaluable insight into the individuals' awareness and personal values.

This profile will enable each delegate to create a personal improvement plan in order to reach the desired levels for each E.I. behaviour, thus developing the Leader to increase their people skills and self awareness with internal staff, colleagues, partners and patients.

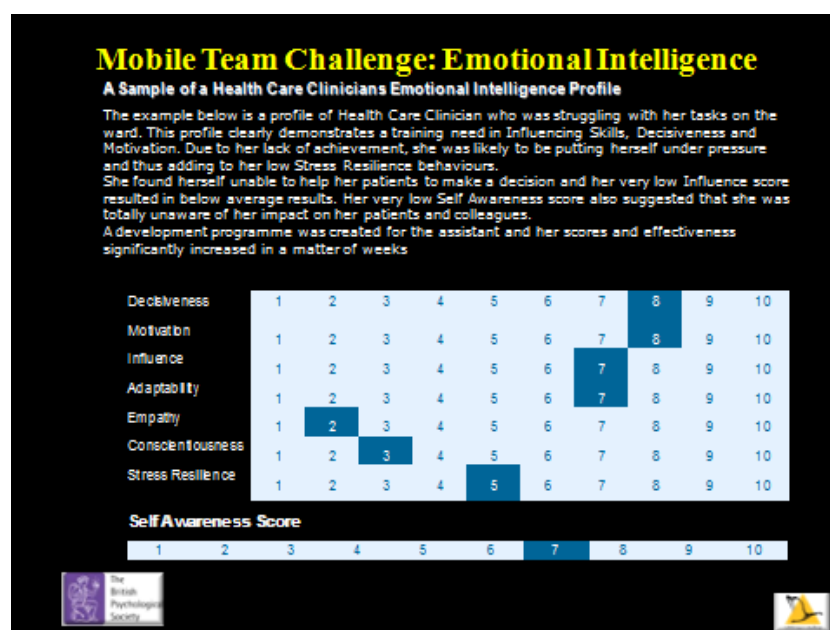


How do YOUR 8 E.I. Behaviours Stack Up Under Pressure?

When CLINICAL Intelligence meets EMOTIONAL Intelligence

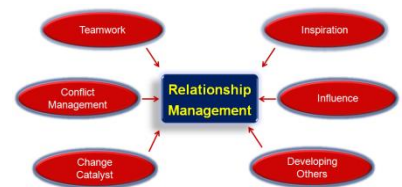
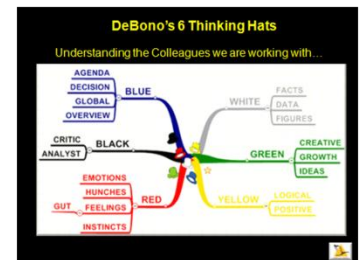
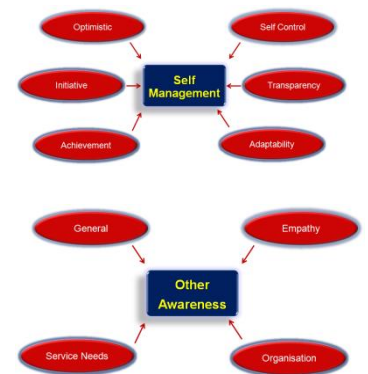
- Decisiveness**
The capacity and preparedness to take decisions, accept responsibility and take the initiative. Provides clarity on issues and is prepared to be assertive.
- Motivation/Drive**
Wants to achieve, has energy, drive and enthusiasm, is ambitious, is optimistic and positive about things, less likely to become demoralised, is not cautious or hesitant.
- Influence**
Is able to persuade others, gets own views across, can get others to do things for them or to do what they want, is able to lead and likes to, likes a position of authority.
- Adaptability**
Responds well to change, is flexible and adaptable, keeps an open mind, likes variety, accepts others' input, likes novel and creative approaches.
- Empathy / Compassion**
Team orientated, sensitive to others needs and can see their perspective, tactful, sympathetic, patient, gets on with others, is tolerant of other people, approachable.
- Conscientiousness**
Meets deadlines, is punctual, is tidy, works hard, is reliable, dependable, conscientious, self-disciplined, good at organising and can tend to conform and follow the rules.
- Stress Resilience**
Copes with the day-to-day pressures of life, can control themselves e.g. can control temper when provoked.
- Self-Awareness**
This scale gives an index of the extent to which your rating of yourself is likely to correspond with the way that others would rate you.

The slide below is the summary sheet from the 15 page report which objectively illustrates the delegates' personal emotions and behaviours. In the case below a Clinician was shown to have an under-developed empathy behaviour which was addressed and corrected in a matter of weeks.



Delegates will:

- Complete an on-line **Emotional Intelligence Profile** prior to attending the workshop and will receive a 15 page personal report.
- Analyse their **Self Awareness** and **Self Management** Scores
- Develop a greater understanding of all **"self" behaviours** leading to increased professional skills.
- Develop a greater understanding of all **Intra and Inter Personal Relationships** and people "types".
- Create a personal development plan for all **8 E.I. behaviours** against their profile
- Practice **Emotionally Intelligent Leadership Skills**
- Develop **"Other Awareness"** – Understanding the impact that OUR style has on our Colleagues, Partners and our Patients Experience.
- Develop their **"Self Management"** and **E.I. Behaviours**
- Explore how to make their personality, their Departments and their Hospital **"stand out from the Crowd"** by practising their E.I. behaviours daily
- Develop their **"Relationship Management"**
- Learn how to create group **synergy and motivation**
- Demonstrate how to display inspirational and motivational **"Winning Behaviours and Attitudes"** to our Colleagues and fellow Staff members
- Discover how to apply the **ABC of Behaviour Management** using E.I. techniques
- Explore the **powers of Influence** that E.I. can offer
- Learn how to select and apply **The 6 Leadership Styles of the Emotionally Intelligent Leader** – identifying our Style



Format:

This half day module will include 2 experiential activities to uncover awareness and insight into 'Self' and 'Others' Behaviours.



The cost of this 2.5 hour module is £395 + VAT for groups of up to 12 delegates. Two half day workshops on the same day would be £750 + VAT. This cost includes all preparation, materials, workbooks and trainers expenses but excludes E.I. Profile reports which are £40 + VAT per delegate for a 15 page advanced report.



The 10 Things you would do differently if Disney ran your Hospital



Delivering Patient Experience Excellence: Workshop Agenda

Welcome, Introductions and Objectives:

Who are your Customers? ...and ...Who are your Competitors?



What if...we did things Differently? ...and What if...Disney ran your Hospital?!

- ❖ Thinking of Change
- ❖ Shifting the Paradigm

Sprinkling the "Magic Kingdom" Dust: Disney's Service Principles

- Going Beyond Service Excellence to guarantee the Patient Experience

The 10 things you would do Differently if Disney ran YOUR Hospital

1. Focus on what can't be measured
2. Paradox: Patient First is more efficient
3. Regard Patient Satisfaction as Fools Gold
4. Measure to improve NOT to impress

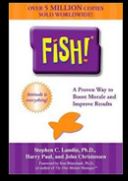
Seeing your Hospital through the eyes of a Patient

- "Moments of Truth" – Jan Carlsson SAS
Group Activity: Patient / Customer Touch-Points
- Setting our Service Standards for Chelsea and Westminster + Self Audit
- Keeping the Customer Satisfied
- 5. De-centralise the Authority to say "YES"
- 6. Change the concept of Work from Service to Theatre

The 4 Principles of Achieving Customer Excellence - FISH! DVD

- Choose your Attitude
- Play
- Make their Day
- Be There for them

6. Change the Concept of Work from Service to Theatre



1. Be There: When your patients need you, they need all of you. Setting aside distractions and judgments to be fully present is a sign of respect. It improves communication and strengthens relationships.

2. Play: You can be serious about your work without taking yourself so seriously. Play is a mindset more than a specific activity. It allows you to throw yourself with enthusiasm and creativity into whatever you are doing, in a way that is natural, not forced. "Playing" with ideas helps you find solutions to everyday challenges.

3. Make Their Day: Simple gestures of thoughtfulness, thanks and recognition make people feel appreciated and valued. When you make someone else feel good, you feel good too.

4. Choose Your Attitude: To actually choose how you respond to life, not just react, you must be intentional. When you get up, decide who you want to "be" today. Moment-to-moment awareness is key. Ask yourself throughout the day: "What is my attitude right now? Is it helping the people who depend on me? Is it helping me to be most effective?"

Customer Service Excellence requires Functional Team Working

- The 5 Dysfunctions of a Team
 - How to create Inspirational and Compassionate Teams
 - Teamwork Lessons from the Geese
- Group Activity:** Levitation Challenge

- Understanding the Personality of our Patients
 - Managing difficult behaviour
- Group Activity:** Navigating the Impasse!



Developing Emotional Intelligence in our Patient / Customer Service

- When Clinical Intelligence meets Emotional Intelligence
- Hard-Wiring Compassion and Empathy into our DNA
- DeBono's Thinking Hats – Challenging Personalities
- Creating a Culture of Compassion and Empathy by developing our E.Q.

Building Trust and Assurance with our Patients

No.1 Reason for lack of patient satisfaction in Press Ganey Survey:
The Patients' Perception

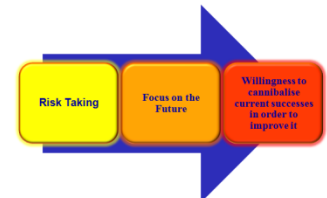
"The Nursing Staffs' lack of concern for patient privacy"

<p>They tried:</p> <ul style="list-style-type: none"> ➤ Knocking before entering ➤ Drawing the curtain ➤ Protecting patient confidentiality ➤ Closing the patients' door when noisy ➤ Covering exposed parts of the body <p>ALL FAILED!!</p>	<p>They tried harder to demonstrate that they WERE concerned... By:</p> <ul style="list-style-type: none"> ➤ TELLING the Patient WHY they were doing things... ➤ "I'm here to give you a bed bath and just to make sure nobody barges in on us I have closed the door and I'm going to pull the curtain across too..." <p>ALL SUCCEEDED!!</p>
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7. Harness the Motivating Power of Imagination

Creating a Culture of Innovation, Service and Patient Experience Excellence

- How DO those guys do it? - Apple / Nike / 3M / Disney
- The 3 Ingredients for Innovation



What does Patient Excellence Experience Look Like? –

- Appreciative Inquiry: **Group Activity:** The Perfect Service Excellence Outcome

8. Create a climate of dis-satisfaction

9. Cease using competitive rewards to motivate people

10. Close the Gap between Knowing and Doing

- Creating a Disney Integration Matrix for our Values and Standards

Complete Personal Action Plans and Close

10. Close the Gap Between Knowing and Doing

Integration Matrix

	PEOPLE	PLACES	PROCESS
SAFE			
KIND			
RESPECTFUL			
EXCELLENT			

Format: This module will include experiential activities to uncover awareness and insight into the importance of creativity, problem solving, collaborative and solutions focussed thinking and how to create an environment and culture where trust and innovation thrive.

Delegates will:

- Be inspired and motivated to shift their personal paradigm for Service Excellence
- Consider your Hospital through the eyes of a Patient or Partner or Customer
- Learn the 3 vital ingredients to create a culture of innovation within the NHS
- Explore Disney's Principles of Service Excellence and Continuous Improvement
- Create the "perfect service" utilising Appreciative Inquiry Planning tools
- Consider the relevance of breaking down silos in order to achieve patient experience excellence through the efficiency of Functional Teamwork
- Consider how to apply the 6C's within Community Healthcare **Commitment, Competence, Communication, Courage, Compassion and Care**
- Complete a Self Audit of their own perceived Service competencies
- Explore Professional Communication Tools to enhance Service levels
- Consider the Service Principles of FISH!

The cost of this module is £750 + VAT for groups of up to 12 delegates.

This cost includes all preparation, materials, team building equipment, workbooks and trainers expenses.



Essential Communication Skills:

This one day workshop will focus on the 3 primary emotional intelligence behaviours of; **Influence, Empathy and Self Awareness.**

When health care personnel use communication skills effectively, both they and their patients benefit. Firstly, doctors identify their patients' problems more accurately. Secondly, their patients are more satisfied with their care and can better understand their problems, investigations, and treatment options. Thirdly, patients are more likely to adhere to treatment and to follow advice on behaviour change. Fourthly, patients' distress and their vulnerability to anxiety and depression are lessened and finally, professional communication internally (for example, Doctors to Pharmacy etc) increases efficiency and patient satisfaction

Delegates will:

- Learn how to identify the primary **communication style preferences** of the people to whom they are communicating
- Increase their awareness of the impact of **Personality Types on Communications**
- Explore the role of, and develop, **Emotional Intelligence** in their communications
- Identify how to create professional impact on individuals or groups through **professional communications**
- Develop an awareness of how to apply communications models: **Neuro-Linguistic Programming; Transactional Analysis** and **Empathic Listening techniques**: Role Plays
- Learn why it is that some People are SO difficult to get on with?!! - **DeBono's Personality Types**
- **Experiential Activity: Teeter Totter Bridge – an activity to demonstrate, and practice, communication and listening techniques**
- Explore how to **Overcome the Fear of Conflict** in our Communications
- Develop **Empathic Listening Mastery**
- Discover how to apply **Assertiveness** so as to work with people and not against them
- Discover the power of **verbal and non-verbal communications**
- Develop their self awareness of the **5 Conflict Styles** and their own preferred style
- Learn how to **apply assertiveness and to recognise aggression triggers**
- Learn how to get “buy-in” and to create “Win-Win” Situations with **Appreciate Inquiry Techniques**
- Become able to turn **Conflict to Collaboration** with our Colleagues, Patients and Customers
- **Experiential Activity: Levitation Challenge– an activity to demonstrate, and practice, how to overcome conflict and to create “win-wins”.**



Format:

This module will include experiential activities to uncover awareness and insight into 'Communication Styles'.

The cost of this module is £750 + VAT for groups of up to 12 delegates. This cost includes all preparation, materials, workbooks and trainers expenses.



Time Management

Time management has been in existence for a long time, but the term creates a false impression because time cannot be managed: we can only manage ourselves and our use of time. So time management is actually self management, (one of the Emotional Intelligence Behaviours) and all time management skills can be learned.

This half day module will show the delegates how to build time management techniques into their daily routine so they can recognize and solve personal time management problems, and stay in control of their working day.

Based on the principles of the "7 Habits of Highly Effective People" by Stephen Covey, each of the habits will be applied to professional Time Management.

Delegates will:

- Recognise how time management can help with **productivity**
- Deploy the skills of **effective delegation**
- Use a range of tools and techniques to **maximise performance**.
- **Identify Time Stealers** and learn how to deal with them
- Know how to distinguish whether a task is **IMPORTANT or URGENT**
- Apply **prioritisation techniques**
- Understand their own personal **"Time Manager" Type**
- Practice **SMART Objective** Techniques
- Apply **"The 7 habits of highly effective people"** – personally! ...and will learn:
 - how to become **"Pro Active" in Time Management**
 - how to **"Begin with the End in Mind"**
 - how to **"Put First things First"** (important versus urgent)
 - delegates will complete a simple assessment of their own urgent and important tasks
 - how to think **"Win Win"** in satisfying demands
 - how to **"Seek First to Understand then be Understood"**
 - understanding what our colleague or patient REALLY wants
 - how to **"Synergise"** to increase efficiency and effectiveness
 - how to **"Sharpen the Saw"** in order to stay in the **"Peak Performance Zone"** – Performing under Pressure



Format:

This module will include experiential activities to uncover awareness and insight into the importance of planning and prioritising.

The cost of this half day module is £395 + VAT for groups of up to 12 delegates.

If 2 Modules are run on the SAME day the cost would be £725 + VAT per day.

This cost includes all preparation, materials, workbooks and trainers expenses.

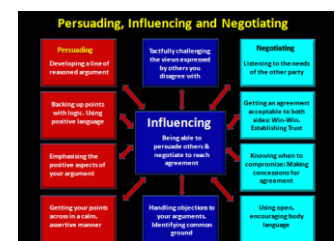
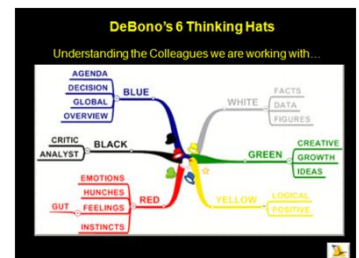


Developing Effective Relationships

People with good interpersonal skills deal with difficult issues straightforwardly, listen well, share information fully, and stay receptive to bad news as well as good. This module is designed for individuals who want to increase productivity and become more successful on the job by improving the quality of working relationships with peers, employees, supervisors, patients, customers, and others.

Delegates will:

- Create an action plan for **developing their interpersonal skills**
- Apply and practice strategies for **communicating styles** with self, others, and maximizing relationships
- Apply and practice **effective listening strategies and techniques**
- Show the correlation between **emotional intelligence competency** and **successful workplace relationships**
- **Demonstrate emotional intelligence** during a workplace scenario
- Identify at the 20 contributors in an environment that lead to **conflict and how to resolve them**
- Identify the differences between **productive and unproductive conversations**
- Demonstrate **appropriate responding techniques** during a conversation
- Demonstrate the steps of the **conflict resolution** approach: **Turning Conflict to Collaboration** – **The 5 Conflict and Negotiation Styles**
- Learn why **SOME colleagues can be REALLY Frustrating!!!**
- Create an action plan for **developing your skills for building and maintaining relationships**
- Complete a simplified **Emotional Intelligence Profile** at the workshop to assess their own **Self and Others Awareness**
- Analyse their **Self Awareness** and **Self Management** Scores
- Develop a greater understanding of all **“self” behaviours** leading to increased professional skills.
- Develop a greater understanding of all **Intra and Inter Personal Relationships** and people “types”.
- Create a personal development plan for all **8 E.I. behaviours** against their profile
- Learn and Practice the **6 Emotionally Intelligent Leadership** Styles



Format: This module will include experiential activities to uncover awareness and insight into the importance of the diversity of personality types.

The cost of this module is £750 + VAT for groups of up to 12 delegates.

This cost includes all preparation, materials, workbooks and trainers expenses.



Leading the Team

This one day workshop will focus on the 3 primary emotional intelligence behaviours of; **Decisiveness, Motivation, Influence, Empathy and Self Awareness.**

According to Peter Senge (the world guru on Building Teams), most of us have experienced being part of a great team – a group of people who:

- function together in an extraordinary way
- trust and complement each other
- have common goals that are larger than individual goals
- produce extraordinary results.

Great teams like this have learned how to work together to produce extraordinary results – this Mobile Team Challenge Workshop will help create such skills within a team leader and will enable them to create high performance teams.

This “Leading the Team” programme from Mobile Team Challenge has become the defacto standard across 52 RAF bases in the UK as well as Afghanistan, Cyprus, Falklands and several overseas stations, including the RAF Red Arrows Display Team, where over 3,000 RAF personnel have participated in the MTC experience of learning how to Lead their Teams.



The workshop is based around Stephen Covey’s bestselling book – **The 7 Habits of Highly Effective People** – and the workshop will apply the 7 habits to assist Team Leaders in the development of a highly effective team.

“The 7 Habits of Highly Effective Teams”

● Habit One – “Be Proactive!”

- What is a Team?
- The 5 Dysfunctions of a Team – Lencioni
- Assessing the functionality of our Team
- Understanding Team Dynamics - Tuckman
- There’s Leadership, Followership and there’s...**CONFLICT!**
- **Experiential Activity: Trust Vee / Trust Me**



● Habit Two – “Begin with the end in mind”

- Creating “buy-in” through Shared Visions using Appreciative Inquiry
- Increasing the level of Accountability in our Team
- Collaborative Working across Teams and Organisations
- **Experiential Activity: Shared Visions and Buy-in**

● Habit Three – “Put First things First”

- Creating optimised efficiency through prioritisation
- The “important and urgent” analysis of what we do in our Team
- Where do most successful teams spend their time?
- **Experiential Activity: Spiders’ Web**

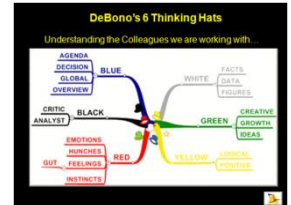
● Habit Four – “Think Win-Win”

- Overcoming the Fear of Conflict on our Team

- Embracing Conflict in the Team
- Conflict Resolution and Management within Teams
- **Experiential Activity: Levitation Challenge**

● **Habit Five – “Seek First to Understand – then be Understood”**

- Analysing Communication Styles in Teams
- Increasing our awareness of Personality Types: Myers Briggs
- Using Neuro-Linguistic Programming to improve Communications; Transactional Analysis
- DeBono’s Six Hats
- Listening and Communicating Skills
- **Experiential Activity: Teeter Totter Bridge**

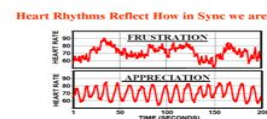


● **Habit Six – “Synergise”**

- The Roles People Play in Team – Belbin
- Drucker: “Management is Doing things Right – Leadership is Doing the right things”
- Motivating and Energising Techniques
- **Experiential Activity: Belbin Profiling**
- **Experiential Activity: Big Foot and Matrix Walk**

● **Habit Seven– “Sharpen the Saw”**

- Maintaining Peak Performance
- Recognising and applying the “Stress Busters”
- Overcoming Frustration and Conflict emotionally
- **Experiential Activity: Personal Bio-Rhythm Profiling with HeartMath Software as used by the Ryder Cup team**



Delegates will:

- Learn how to **Inspire and motivate team members** to appreciate the diversity of individuals within the team
- Develop an awareness of the **4 Models of Motivation** within a Team
- Learn how to use **Appreciative Inquiry tools**, allowing the creation of shared visions and “buy in”.
- Understand their personal **Situational Leadership** Style - Blanchard
- Learn how to use **Belbin’s Model of “Roles of a Team”**
- Explore **personality types and preferences** through experiential activities
- Investigate Peter Drucker’s theories of **“Management versus Leadership”**
- Explore the 4 dynamics of **High Performing Teams** and how to choose the relevant **Leadership Style**
- Consider the aspects of **Leadership, Followership and CONFLICTORS**
- Assess the merits of Lencioni’s **“The 5 Dysfunctions of a Team”**
- Demonstrate the ability to **Build Trust and Team Engagement**

Format: This module will include experiential activities to uncover awareness and insight into the importance of the diversity of personality types and will practice Team Building concepts whilst performing Team Tasks.

The cost of this module is £750 + VAT for groups of up to 12 delegates.

This cost includes all preparation, materials, team building equipment, workbooks and trainers expenses.



Leading Innovation

Developing and Sustaining a Culture where Innovation is encouraged, and thrives.

"innovation is dead ...and we killed it!" – is a headline from a blog currently trending in the U.S.. are we encouraging innovation in our organisation??... or are we "killing it!?"

This workshop will explore the key drivers of innovation as we discover the successes of blue chip companies such as Apple, 3M, Nike, Disney who have consistently appeared in the "Top 10 Innovation Companies" for several years.

Whilst these Organisations have been accredited with the title of "Innovative" – the truth is, that it is NOT the organisations which are innovative – but the employees and cultures of these top performing companies who really earn the title "innovative". This workshop discovers the enablers which release employees to practice and demonstrate innovation within their jobs.

➤ How do we create a Culture of Innovation within the NHS?



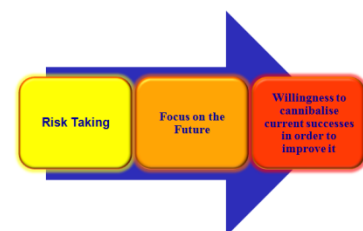
"If you want something new, you have to stop doing something old"

— Peter F. Drucker

This inspirational workshop will motivate delegates to apply the necessary behaviours to develop and sustain a Culture of Innovation within the NHS and will introduce tools to create the necessary winning behaviours and habits.

● The 3 Attitudes required for Creating a thriving Culture of Innovation

The workshop will explore these 3 attitudes and ingredients required to nurture a **Culture of Innovation** and we will also analyse the values and techniques of some the top 10 companies in the world who have been voted as the most innovative companies in 2013.



➤ Risk Taking

"It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all" -

....so said **Edward DeBono** – so how can we create an environment where experimentation can be encouraged and where empowerment can be liberating without fear of reprisals if those great ideas **don't** work?! Let's take a look behind

the scenes as to how **3M** encourage **Risk Taking** to drive their Open Innovation processes which have innovated 55,000



unique products generating \$35bn of annual sales: 50% of which comes from new products introduced in the last 2 years. THAT'S Innovation. As an ex Vice President of 3M Europe delegates will receive an insight from Barry Bailey into the powerful principles which create a Culture of Innovation.

➤ Focus on the Future

"Imagination is more important than knowledge. For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create." – Albert Einstein



Some experts started it off by saying that Apple was not innovative—it didn't invent anything. It only adapted things others invented. That generated a storm of discussion about just what innovation really means. "Innovation" is not invention. That's a classic mistake people make.

Innovation is creating something new of value. In the business world, that means creating something new of value that generates revenue and profits. Disruptive innovations that change the game are often business model innovations that integrate five or six or eight different types of innovation.

SO... Apple have seemingly proved that they do a great job in bringing together existing concepts and platforms to innovate the birth of a new, money spinning and customer satisfying product.



Let's see the techniques that Apple and Disney use to "Focus on the Future" and how NHS Foundation Trusts are now applying the same principles into their Trusts

➤ Willingness to Cannibalise current successes in order to improve it

"If it ain't broken... find a way to make it even better!!" – Thomas Edison

Edison's most hated expression was "if it ain't broken – don't fix it!" – in fact he hated the concept SO much that he banned it from his workshops. He was always convinced that there was another, even BETTER way to do the same thing. In the 1093 Patents that he filed in his life – he was always striving to make them **even** better.

With his continuous improvement roots firmly established, the Quality Guru William Edwards Deeming continued Edison's dream of seeking perfection in every process or product and many of the Lean / Six Sigma principles of today link back to the idea of breaking a process or product to see how you can make it even better.

This 3rd Attitude of Innovation depends totally upon the implementation of the first 2 within any organisation. How do we create the culture that encourages Future Focused Risk Taking to Cannibalise current successes

"I'm doing this because I want to do it better"

Walt Disney

Delegates will:

- Learn how to **create a culture of Innovation** within their Teams.
- Learn the impact of **Leadership Styles**: Are they creating or killing innovation?
- Learn how to overcome the **"Blame Culture"** which stifles innovation.
- Consider the **3 Attitudes required for Innovation to Thrive**
- **Learn the secrets of Innovation** from 3M, Apple, Nike and Several Foundation Trusts
- Explore the **10 Success Factors for Innovation** to Thrive
- Consider the **7 Principles to Encourage Innovation**:
 - Separate Idea generation from evaluation
 - Test Assumptions – Don't Assume
 - Avoid Patterned Thinking – Shifting that Paradigm!
 - Creating New Perspectives
 - Minimise Negative Thinking
 - Applying the 3 attitudes of Innovation
 - Choosing the Correct leadership Style and Culture



- Consider.. **What IF Disney Ran YOUR Hospital?** – The 10 things you would do Differently
- **Learn how to Leverage Innovation** to achieve Competitive Advantage
- Discover the **Magic Kingdoms Disney's Creative Strategy** and how to apply and encourage it. **"Harnessing the motivating power of Imagination"**
- Learn the **benefits of Innovation within NHS**



Format: This module will include experiential activities to uncover awareness and insight into the importance of creativity, problem solving, collaborative and solutions focussed thinking and how to create an environment and culture where trust and innovation thrive.

The cost of this module is £750 + VAT for groups of up to 12 delegates.

This cost includes all preparation, materials, team building equipment, workbooks and trainers expenses.

Who is Mobile Team Challenge?

Mobile Team Challenge is the creator and manufacturer of a totally unique, portable and patented accelerated and experiential learning solution. We either deliver learning and development workshops in-house utilising our own MTC kit...or we Train you Trainers to use your own MTC kit by further empowering the relevant members of your internal Training, Development and HR teams so that they can deliver more positive, effective and enjoyable interventions on a consistent and on-going basis.



Mobile Team Challenge (MTC) is emerging as a world leader in the provision and supply of transformational programmes and events, development products and resources that enable teams, organisations and communities to unleash the potential of their people.

Mobile Team Challenge equipment is designed to facilitate:

- Team Building Days – as used by RAF Red Arrows etc
- Conflict Management Workshops, Negotiation and Influencing Workshops
- The 7 Habits of Highly Effective Teams – equipping leaders to build great teams
- Leadership Concepts, Lean/Six Sigma, Change Management
- Emotional Intelligence
- Myers Briggs Team Profiling Days
- Customer Service Excellence, Disney's Principles of Service Excellence
- And many more...

Already active in fourteen countries, on five continents

MTC has attracted clients like **NASA, FedEx, Vodafone, Honda, Cumbria and S. Warwickshire NHS, Sun Microsystems, Siemens, Jaguar, Land Rover, the Royal Air Force, Royal Navy, Army, Surrey Police, Surrey Satellites Ltd, B&Q, Durham University, Birmingham University, Southport College, Thames Valley University, TUC, Ashridge Management College, Mars / Masterfoods, NCP, Ordnance Survey, Chelsea Building Society, over 200 Local Authorities and over 100 Schools and over 50 HM Prisons, Rehabilitation Centres and Youth and Community organisations.**



MTC is currently delivering on-going Teambuilding and Leadership Programmes to 55 RAF bases in the UK, including the Senior Officers' Training Centre at RAF Cranwell, The Army, the Royal Navy Leadership College in Portsmouth who are using MTC equipment to challenge individuals and teams to unleash their full potential in leadership and motivational skills. MTC experiential learning has been incorporated into ILM

level 3, 5 and 7 leadership courses.

World Famous Team Building Events

MTC offer a range of unique, highly enjoyable and effective, activity based learning, development and education products and services including **World Famous Personal, Team, Organisational and Management Development Programmes**.

World Famous Facilitator and Train the Trainer programmes Offering either "Train the Trainer" workshops to enable our clients to deliver their own inspirational training using MTC equipment or exciting and life-changing workshops facilitated by MTC experts in Change Management, Leadership, Conflict, Customer Service, Strategic Planning, Appreciative Inquiry, Stress Management, Team Building, NLP, Communication skills, Management Training modules (covering all levels of management), Emotional Intelligence, Innovation, Performance Management, Coaching and Mentoring, The 7 Habits of Highly Effective People, Myers Briggs Type Indicator Profiling and many more topics.



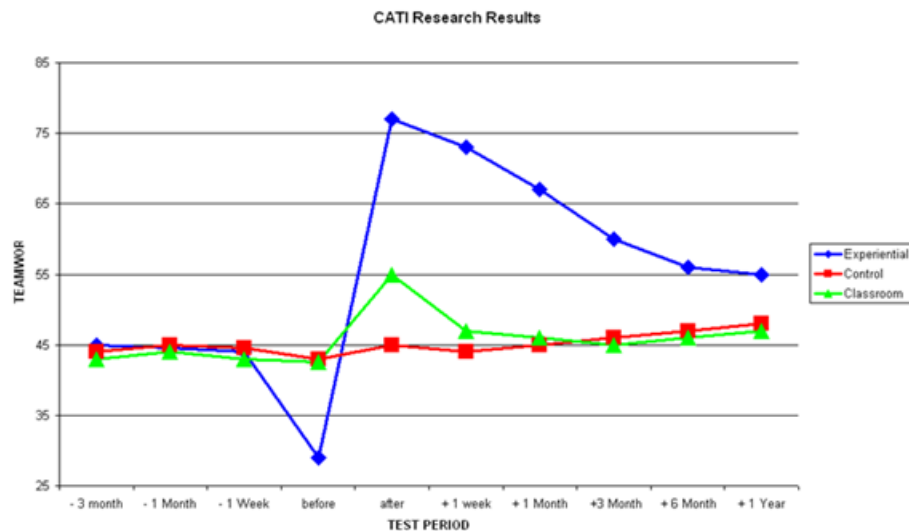
MTC's involvement with over 200 local authorities in the UK is in the delivery of modular development programmes for First Line, Middle and Senior Management and we are also supplier of experiential learning equipment in many of these.

Mobile Team Challenge experiential activities have a particular relevance in these "extraordinary times" in which we find ourselves and many organisations are enjoying the inspirational and motivational Team days which MTC deliver so brilliantly.

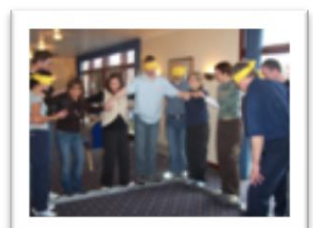


🍌 Why Experiential Learning?

The graph below shows the impact and major benefits of experiential learning concepts regarding delegate retention compared to conventional classroom methods.



SOURCE: Scientific Research All research was performed by Dr. Simon Priest PhD 25 Year Experiential Education Expert. Publisher of over 12 books on the subject and on the Board of Advisors for PLAYTIME Inc





Principal Consultant



If Mobile Team Challenge were successful in this opportunity – our Principal Consultant would be **Barry Bailey** (Fellow of ILM and Fellow of Institute of Sales and Marketing Management).

Barry Bailey is a well qualified and significantly experienced Senior Manager with 23 years of service at Executive level within a \$35Bn global Corporation. He won Business Diplomas from Ashridge and the London Business School, a Diploma in Management with the Open University (MBA Course), a Fellowship with the Institute of Sales and Marketing Management (ISMM) and a Fellowship with the Institute of Leadership and Management. This led him into a Divisional Vice President Position within 3M where he worked from 1982 – 2004 and held numerous positions – the last 11 years at 3M as Divisional Vice President in both, the Document Imaging Business and the Electronics and Telecoms Division in the UK Region with an additional responsibility for mainland Europe.

During his 23 years with 3M, Barry had multi-cultural European reportees and built and was totally responsible for the Electronics and Telecom business worth in excess of half a billion dollars in annual sales. As a trained Six Sigma Practitioner, (Green Belt, Black Belt/Champion) he introduced and deployed Six Sigma across ALL of the business disciplines from 1999 to 2004. From manufacturing, through all commercial functions – finance, sales, marketing, CRM – to joint Black Belt projects with customers.

His enthusiasm ensured that Six Sigma became a “way of life” and a DNA change that transformed the global 3M business through innovative „Change Management“ processes.

He was responsible for 4 Black Belts and over 50 Green belts as he accelerated the SixSigma roll out across all of my European Division by simultaneously managing almost 100 Green or Black Belt projects – Championing over 50% of the projects personally.

With a strong marketing pedigree, Barry won the prestigious 3M Global Sales and Marketing Award on two separate occasions – a programme assessed by the CEO of 3M to identify the most innovative and creative Marketing Programme – despite outstanding competition from over 2,000 Marketers.

A strong strategic thinker he has worked extensively in Business Change Management and Strategic Planning and builds energised and motivated Teams with shared visions utilising his extensive „people“ and life-coaching skills.

Barry combines his significant leadership expertise with his “3M innovative concepts” to develop leadership and to create highly effective, performance teams which changes lives of Individuals, Teams and Organisations and is a regular as a key note speaker on the topic of “**Creating a Culture of Innovation**” speaking at conferences for Warner Brothers, ITV and several regional NHS Conferences as well as the inspiring topic of “**What IF Disney Ran your Hospital?**” – and is currently engaged with 22 NHS Foundation Trusts where he is imparting his significant

knowledge of Leadership, Innovation and the Patient Experience Journey in the quest to achieve Customer / Patient Service Excellence.

He delivers leadership training and consultancy to all of the 52 RAF bases in the UK as well as at the RAF Leadership College at Cranwell.

“Unleashing the Potential of Your People” – is a popular strap line... and is also Barry’s mission in life!

QUALIFICATIONS:

- Fellow of the Institute of Sales & Marketing Management (ISMM)
- Fellow of the Institute of Leadership & Management (ILM)
- Professional Diploma in Management (Open University MBA)
- Diploma in Business Studies: London Business School / Ashridge
- Emotional Intelligence Master Practitioner (British Psychological Society)
- Marketing Diploma – CIM
- PTTLs – Level 4
- Lean / Six Sigma Master Black Belt / Champion Practitioner
- Appreciative Inquiry Master Practitioner
- Business Link Accredited Trainer / Consultant / Business Coach
- Diploma in Life and Business Coaching
- Myers Briggs MBTI Practitioner (I & II and Team)
- Thomas & Kilmann Conflict Styles Practitioner
- NLP Master Practitioner

Testimonials



Mobile Team Challenge's unique approach to Accelerated Learning and Development, through utilisation of MTC techniques, produces outstanding results, highly energised and motivated attendees; some of whose comments have been:

"An excellent course – very professional and well presented. Thank you Barry".
Chris Belcher, Head of Learning and Development, S.Warwickshire NHS

"Thank you for the inspiring 2 day's training you did for us recently, we have noticed a difference already!"

Jackie Skeel – Assistant Director for Organisational Development NHS Trust S. Region.

"Received great feedback again – you are REALLY making an impact and it is fab"
Jan Furniss Team Leader: Professional Education & Corporate Learning, Education and Learning Team, Birmingham Children's Hospital

"Each and every participant spontaneously felt that they ought to come individually and tell me how fantastic your course was! They felt really motivated, learnt a lot and really enjoyed the day". Professor Anthony Sinclair, Chief Pharmacist and Head of Medicines, Birmingham Children's Hospital NHS

"I AM SO MOTIVATED!! ... I hope my colleagues are too! ☺"
e-Learning Supervisor, Birmingham Children's Hospital

"Best Training EVER!!!" Senior Pharmacist, Birmingham Children's Hospital

"I'd give this course and 11 out of 10! ... Best I've attended"
Team Supervisor Birmingham Children's Hospital

"Our experience with over 150 participants to date has demonstrated that the Emotional Intelligence profiling process has increased their self awareness and motivates them in their roles". Professor Abdol Tavabie Dean of Post Graduate General Practice Education for Kent, Surrey & Sussex Deanery

"The potential of the Emotional Intelligence EQ System in this PCT will be immense and I am looking forward to using it". Head of O.D. S. Staffs PCT

"Excellent course will recommend to others!!"
Superintendent NHS, Leicester University Hospitals

"An excellent day – thank you"
Superintendent Radiographer NHS Leicester University Hospitals

'A Life Changing Experience...' (BUPA)

"..the day was "inspirational" and "brilliant...." – Chief Executive. W.Sussex NHS Hospitals Foundation Trust – following a keynote speech at the W.Sussex NHS Conference at Fontwell Park Race Course

" A VERY motivational and inspirational day..." - Divisional Director of Operations for Clinical Support Services at Chelsea and Westminster NHS

"Fantastic – very motivational..."
Lead for Patient and Staff Experience. Chelsea and Westminster NHS

The Emotional Behaviours in the Workplace Emotional Intelligence Profiling Tool as used by Mobile Team Challenge has been used in a variety of SHA's, NHS Trusts and medical practices including: British Medical Association, Carers Foundation Trust, Chesterfield NHS Trust, Central Lancashire PCT, East Midlands Deanery, South Staffs PCT, York Hospitals NHS Foundation Trust, Greater Glasgow and Clyde PCT, London Strategic Health Authority, University College London Hospital, School of Health and Social Care etc

Mobile Team Challenge Ltd

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