

**WELL NORTH ENTERPRISES CIC
IN PARTNERSHIP WITH PROSPECT**

**COMMUNITY AND SOCIAL
ENTREPRENEUR LEADERSHIP
PROGRAMME
DEVELOPING THE LEADERS
WHO MAKE A DIFFERENCE**



WELLNORTHERPRISES.CO.UK

INTRODUCTION

Unlocking potential in people and places needs vision, enthusiasm, insight and energy. Finding and developing community and social entrepreneurial leaders is the key to success.

But where do you start? How do you identify and support the individuals who will be the catalysts for transformational change in your organisation or community? And what will help them sustain and develop their leadership role and skills?

Well North Enterprises and Prospect Business Consulting have created and successfully piloted an innovative leadership programme to help answer these questions.

Beginning with self-assessment of personal leadership style and skills, the programme offers four bespoke masterclasses that build on individual strengths and offer tools for tackling challenges. Each programme is bespoke to the participants, with a flexible blend of learning approaches including face to face work, webinars and practical learning through toolkits and other resources. It also embraces diversity of background, culture, approach and experience.

Reinforced by mentoring and bespoke team or individual coaching, our Community and Social Entrepreneur Leadership Programme is helping to transform communities from within.

LEADERSHIP PROGRAMME

Day 1 and 2 You as a leader 2 Day Residential	Day 3 Leading collaboratively, preparing for the future	Day 4 High Impact influencing, negotiation and conflict resolution
Looking at your style and approach and the importance of this as a leader in your community Understanding your preferences and those of others Personal impact in different settings Understanding the sources of personal impact, presence and considered your personal range and how to enhance this Why would anyone follow you? Making every story count – Creating a powerful narrative for change – the importance of story telling MBTI and personal preference Develop your leadership action plan	What is collaboration and why is it essential for relationships, connections and partnerships Explore congruence, mind-set, personality and biases within your personal interactions and relationships with others Psychological insights where are you coming from and where are others coming from? Navigating Local power, politics and connection Enhancing collaboration and distributed leadership Future scenarios	Identifying your sphere of influence and strategies for having impact in your communities Negotiation styles, your profile and negotiating strategies Push / pull in influencing and negotiation Understanding the characteristics in conflict, yours and others preferences and dealing effectively with conflict Having difficult conversations – using skills practice

Self assessment of the Well North leadership framework and 360 degree appraisal

1-1 Coaching x 3 session

Delivery Methods =

- Models and Theories
- Pathfinder scenarios
- Group work
Tasks & interactive exercise
- Key note speakers
- Self-Assessments and feedback from others
- Skills practice

FEEDBACK ON THE LEADERSHIP PROGRAMME

A COMMISSIONER'S PERSPECTIVE:

"Time and space to think, talk and listen are in short supply. Yet this approach created the rare conditions for public health leaders and social entrepreneurs to meet, talk and work collectively together.

"The team were able to create a level playing field by helping us focus on our contributions to meet a single social mission.

"Our relationships are stronger, more personal since the training and we are able to be more honest with each other too!"

Rupert Suckling, Director of Public Health at Doncaster Metropolitan Borough Council, shares his team's experience of the Leadership Programme.

WHAT PARTICIPANTS HAVE SAID ABOUT OUR LEADERSHIP PROGRAMME:

"A fantastic opportunity... we are already planning how as a group we can lead and connect more for our community."

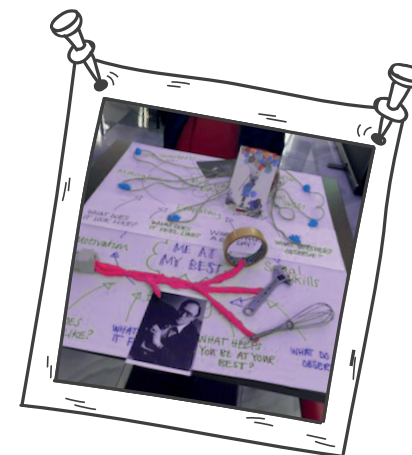
"Really enjoyable and plenty of opportunities for learning which translates into practical actions and improvements straight away."

"It surpassed my expectations – excellent, relevant, purposeful."

"It has been fantastic, a real opportunity to gain some insight into myself. Thoroughly enjoyable, although I feel tired, I am mentally refreshed."

"I know what to do next to improve my social entrepreneurship."

"Great learning, networking with others, and thought provoking."



DEVELOPING PERSONAL LEADERSHIP/SELF AS LEADER

Through a bespoke social and entrepreneurial leadership programme we encourage aspiring leaders to develop confidence in their abilities and to set out realistic, but ambitious, goals.

Knowing yourself is the first step on the path to leadership, and we support this through a self assessment and/or a 360 degree assessment with feedback by a trained feedback facilitator.

The assessment is a bespoke tool developed for social entrepreneurs/ community leaders, enabling them to gain insight into themselves and also get feedback from others about how they are seen as leaders across their communities or businesses. Comments from participants who have used the tool includes "humbling", "powerful experience" and "insightful".

Following the feedback session the individuals are supported to look at the key areas they wish to focus on through their development plan.

The assessment results help us to tailor the programme to the exact needs of participants. For example, a programme might begin with a two-day residential masterclass which helps participants to:

- Assess their leadership style and approach
- Understand their personal presence, range and impact
- Share their story and create a powerful narrative for change
- Develop a leadership action plan.



KATIE'S STORY

Katie Whitehead runs Divine Days Community Arts, a Community Interest Company (CIC) which helps people get involved with art, dance and community activities. She has spent the past few years breaking down barriers, and making the Skelmersdale community a more active, inclusive and exciting place for people of all ages and abilities.

"I've worked as a creative dance practitioner in Sefton alongside adults with additional needs, and was asked to do the same thing in Skelmersdale a few years ago. The CEO of West Lancashire CVS was inspired by one of our dance classes and introduced me to the concept of becoming a social entrepreneur – and that's how I got started with Divine Days.

"Our work is about helping people who otherwise may be excluded to take part in meaningful creative activities. That can be dancing, arts therapy, or just sitting and knitting with someone in our community connection programme. We're doing a lot to raise awareness and inclusion and change perceptions of children and adults with additional needs in the Creative Arts.



divinedays.co.uk

"The Leadership Programme's been excellent – it's good to see what we're doing actually make a difference to my approach. One of the most useful things has been the fantastic coaching sessions. It's helped me break down barriers, through talking about what's beneficial for my development and for my organisation.

"I couldn't do what I do now if I hadn't been on the programme. I was matched perfectly with my mentor, his creative approach really worked for me. I've been connecting with lots of people who have helped me massively, including senior people in the NHS and Liverpool City Council. It's grown from me having one other member of staff to now having six so I can focus more time on business development.



"Having more confidence has really helped me to become a leader and drive forward new ideas and projects. I put together a proposal for a 'Legacy Project' which offers internships for young people with special needs, helping remove barriers to work. Our dance project has also grown, we are introducing new classes and now using another venue.

"I previously suffered from Imposter Syndrome but now I have the confidence to do things I never imagined. Now I can present myself in a way that is authentically me and feel my voice is being heard and I'm making a difference. Whereas I used to avoid challenge, I now relish it and enjoy what I do."

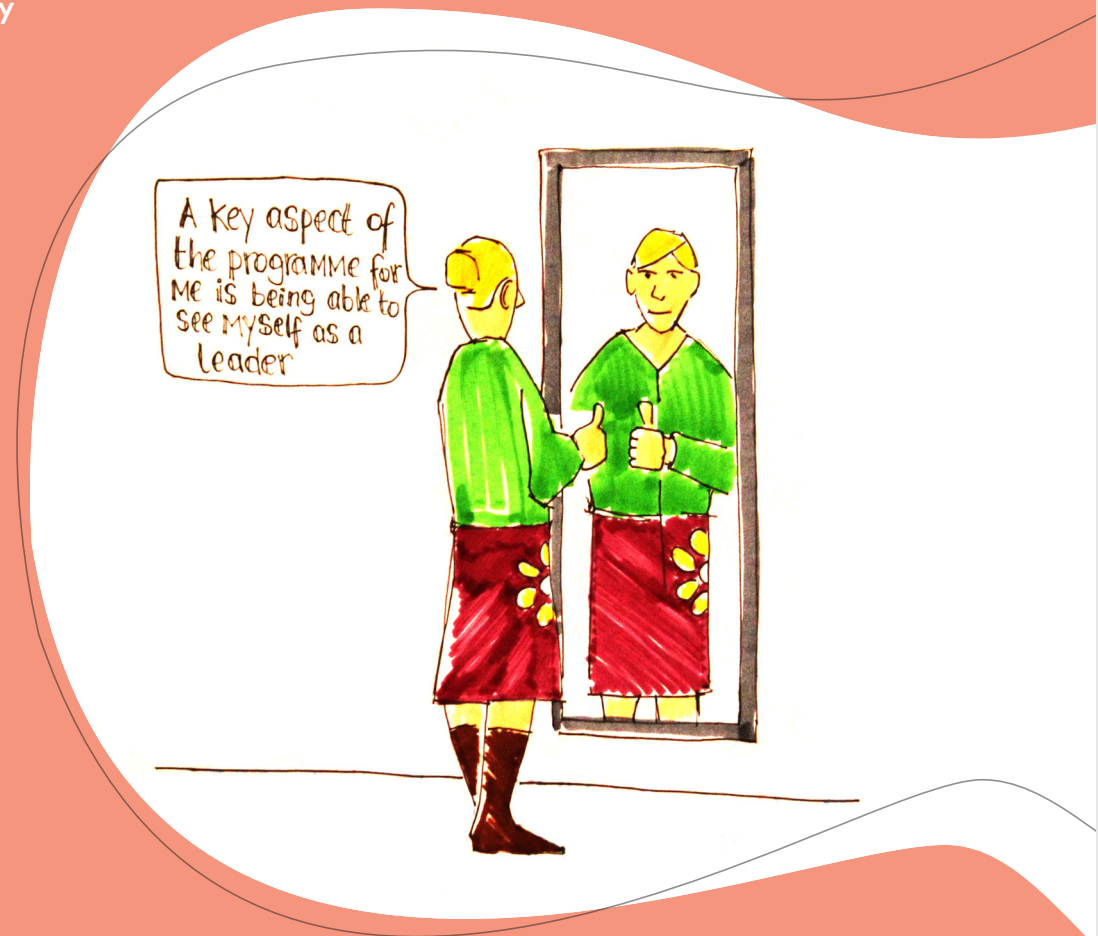


LEADING COLLABORATIVELY, PREPARING FOR THE FUTURE

The next masterclass focuses on understanding collaboration and why it's essential for relationships, connections and partnerships – in every part of life.

To work successfully with others, leaders need to:

- Explore how their own mind-set, personality and biases can have an impact on personal interactions and relationships with others
- Develop psychological insights into where they and others are coming from
- Navigate local power, politics and connections
- Enhance collaboration and encourage distributed leadership.



GEMMA'S STORY

Teacher Gemma Barton is the co-founder of Mind Train CIC, which offers mindfulness to schools in the Skelmersdale community. Recognising that stress and depression don't just affect adults, her mission is to teach children about themselves and give them the tools to grow up happy and healthy.

"The idea for Mind Train came out of meeting an old friend at a mindfulness course. She had just started her own CIC offering mindfulness to schools in Wigan, and we decided to work together. It was a chance coincidence, but meeting her, and getting involved with Well Skelmersdale, inspired me to get started with my business.

"Mindfulness can be really beneficial to children, helping them to understand themselves, concentrate, and manage their emotions better – I like to explain it as taking your mind to the gym. Seeing children respond to it is always great. Also I often get notes from children saying how much they loved it.

"A key aspect of the leadership programme for me is being able to see myself as a leader, getting to know myself and how I work with other people. The programme made me think about leadership in a different way. The networking opportunities and getting to meet other social entrepreneurs were among the best things too.

"I keep in touch with other people from the leadership programme at regular Skelmersdale MUG Club networking meetings. It's re-energising to hear some of the great stuff they're up to and I get some good ideas.

"I'm also working on several new projects after completing a level 1 adult qualification at Bangor University to teach mindfulness to adults, and I'm running friends and family mindfulness courses for practice. I'm hoping to expand Mind Train by starting other mindfulness and wellbeing sessions like those I run in Wigan. I want to run a club with a 'Digital Wellbeing' focus and allow children to learn how to survive and thrive in the digital world."



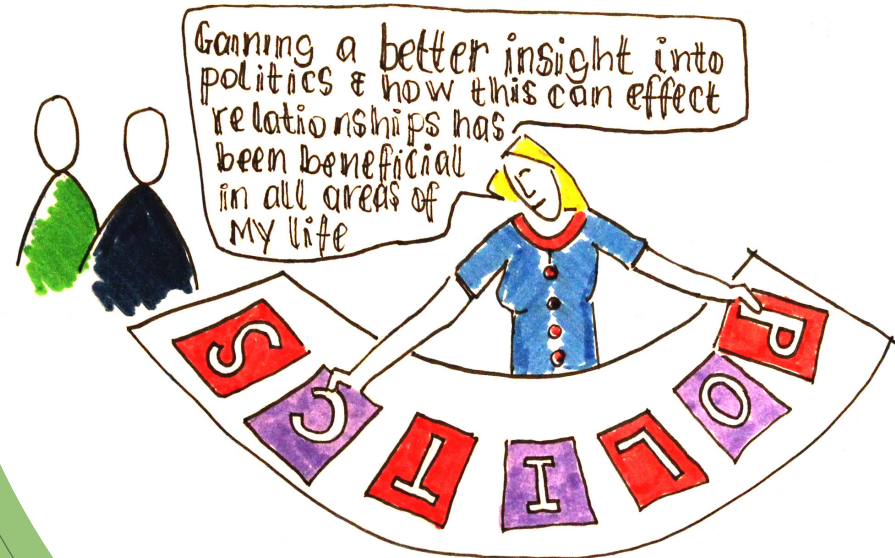
mindtraineducation.com

COLLABORATION IN COMMUNITIES AND ACROSS SYSTEMS

The final masterclass in the programme offers tools and techniques to prepare potential leaders for high impact influencing, negotiation and conflict resolution.

Participants learn the theory and then put it into practice to:

- Identify their sphere of influence and strategies for having impact in their communities
- Assess negotiation styles and apply different negotiating strategies
- Understand the characteristics in conflict and how to deal effectively with it
- Get the right outcome from difficult conversations.



NICCI'S STORY

Nicci Sutton-Kelsall has spent her whole life volunteering in one way or another. She currently works on the Skelmersdale Social Prescribing Service, which is tackling health and wellbeing issues in Skelmersdale with a modern, personal approach.

"I've been working at the West Lancashire Council for Voluntary Service for about seven years. The Social Prescribing Service supports people who are going to GPs with social issues such as isolation and low level mental health problems, and helps to improve their overall wellbeing. It can be anything from social activities, to counselling, to a conversation.

"For example, I remember working with a man who was suffering extreme bereavement after losing his wife. From this I worked with my team to set up a bereavement support group, as there was nothing of this kind in our local area. Seeing them build friendships, smile and laugh has definitely been one of the best things for me.

"The Social Prescribing Service is going from strength to strength. It really is making such a huge, positive difference to people's lives, we're seeing the real results and impact that it is having. It's a very exciting time for us right now, as we are coming to the end of the pilot and we are pulling together all of our learning and development from the last two years to look at expanding the service.

"The leadership programme was definitely a positive experience for me. It gave me some much needed space to get to know my own leadership style and my own personal preferences and this has enabled me to go into my work with more self-confidence. The coaching sessions were extremely useful in allowing me time out of my busy work schedule to re-focus on what it is that I want to do and why I am working in this sector. Sometimes you can lose sight of what drives you, so it's good to feel re-energised about your work again.



"Gaining a better insight into politics and how this can affect relationships has been beneficial in all areas of my life. A little bit of appropriate assertiveness has been a good skill for me to develop. I have always looked out for personal and professional development opportunities, so it is nice to have a chance to challenge yourself."



ENSURING LEADERSHIP SKILLS ARE SUSTAINABLE

Helping new leaders to build their confidence, skills and networks doesn't stop at the end of the masterclasses. We have added ongoing support systems to the programme, so leaders continue to evolve and develop in a sustainable way.

These include:

- Action Learning (AL) – this enables leaders to develop themselves and their organisations using real work challenges. It is a process of learning and reflection, supported by a small group or 'set' of people with the intention of moving issues forward. Having specific time to learn from each other, share their experiences and reflect upon their challenges enables the set members to find solutions they can put into action. Typically, an AL set meet up 4-6 times for a few hours every 4 to 6 weeks.
- Coaching – one to one coaching sessions with a qualified coach are available for each participant
- Evaluation – we are experienced in undertaking evaluation using the Kirkpatrick framework. We understand that those who commission development need to see the return on their investment. For all programmes we evaluate the impact, to understand both the immediate results of the masterclasses, coaching or AL sets and the longer term impact.

THE VALUE OF ACTION LEARNING

"It was such a practical way of looking at issues and working with peers and colleagues to break issues down. And when it came to sharing my issues, AL didn't give me the answers but equipped me with the skills and tools to work through them. AL was absolutely fantastic, a really important part of leadership training."

Katie Whitehead



BENEFITS OF COACHING

"Coaching is a fantastic tool that everybody should be able to tap into. It gives you the headspace away from your day to day job to re-evaluate your position in your organisation and community."

Programme participant



VICTORIA'S STORY

Victoria Begg was inspired to set up social enterprise Sew Halton in spring 2018 after visiting and sharing the expertise of The Sewing Rooms in Skelmersdale. With 30 years' experience in the UK manufacturing sector, her business offers machine sewing, textile craft and up-cycling classes as a way to increase skills and improve health and wellbeing.

"People who attend Sew Halton's 10-week courses often lack confidence because of health issues, anxiety and depression or not having a job. As well as teaching sewing skills, my job is to help our students to believe in themselves. And we've had some great results, with six people getting a job, one going on to further education and several others becoming regular volunteers.

"We've developed a curriculum for the courses, starting with making a simple pin cushion, then a teddy bear followed by a shirt or top to wear at an interview – together with training in pattern cutting and different sewing techniques and stitches.

"We also offer free social sewing workshops for young people, have worked with Runcorn Veterans on a community poppy wall hanging and donated up-cycled coats and Christmas jumpers to local children.

"I've poured so much energy and enthusiasm into the business, getting support from Well Halton and Halton Clinical Commissioning Group, and winning a contract from the Department of Work & Pension to help people get back into work.

"Encouraging others is easy, but I also needed to build my own confidence and that's where working with a Prospect coach has really made a difference. It's helped me overcome my nerves in public speaking situations, and boosted my communication skills.



sewhalton.com

"My coaching sessions are outside the office, allowing me to step back and put my business into perspective. Spending time with someone who is always positive and very supportive has made me believe I can achieve anything. I practise the techniques my coach has shown me every day, and I'm still continuing to learn as a leader. I wouldn't be where I am now, and ready to develop lots of new business ideas opportunities, without the fantastic support of my coach."



WANT TO FIND OUT MORE?

If you are interested in exploring how our programme could help you to develop community leaders and social entrepreneurs, then please get in touch. We'll buy the coffee.

✉ enquiries@wellnorthernenterprises.co.uk

"Such powerful learning from this programme, I feel it has helped me see I am a leader and need to use my style in so many new ways."

"My coach was a friendly, supportive person and I always looked forwards to the sessions, as they left me feeling clearer in my thought processes."



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