

# Masterclasses for Practice Managers



- Leadership Skills
- Strategic Development Planning
- Mentoring and Developing Staff
- Managing Performance for Successful Business Development

This new series of masterclasses delivered by Pauline Young have been specially developed for experienced GP Practice Managers and Business Managers who wish to develop their management skills at a strategic level.

Syder and Young Ltd is an independent training and development company specialising in the primary healthcare sector of the NHS. Although we are an accredited provider of both AMSPAR, City and Guilds and ILM qualifications, we realise that many Practice Managers operating at a senior level would welcome the opportunity of professional development, but don't necessarily have the time or inclination to take on a Masters level qualification. It is for these people that these masterclasses have been designed – high-level, relevant and up-to-date development - but without the homework!

However, for those who don't mind a little homework, there is an optional Endorsed Award from the Institute of Leadership and Management (ILM). Although each masterclass is a self-contained and distinct workshop, attendance at any two masterclasses, plus completion of a short work-based assignment, leads to an Endorsed Award from the ILM.

All four masterclasses will be based at the Pilgrim Hall Conference Centre near Halland, East Sussex. Masterclasses 1, 3 and 4 are one-day workshops, whereas Masterclass 2 is a 2-day course.

**Please see overleaf for an overview of learning outcomes for each Masterclass.**

| Masterclass  | Date(s)  | Times                        | Costs (ex-VAT) | Optional ILM Endorsed Award   |
|--|--|------------------------------|----------------|---|
| Leadership Skills  | Wednesday 17 <sup>th</sup> June 2009   | 9.30am to 4.30pm             | £125*          | £95 (**)  |
| Strategic Development Planning                           | Tuesday 24 <sup>th</sup> November <b>and</b> Tuesday 1 <sup>st</sup> December 2009 | 9.30am to 4.30pm on each day | £250*          | Please note that managers enrolling on these masterclasses may be eligible for Train to Gain Leadership and Management Grant funding which would provide up to £500 towards the course fees. Please contact us for further information. |
| Mentoring and Developing Staff                           | Thursday 4 <sup>th</sup> March 2010  | 9.30am to 4.30pm             | £125*          |   |
| Managing Performance for Successful Business Development | Wednesday 16 <sup>th</sup> June 2010   | 9.30am to 4.30pm             | £125*          |   |
| All four masterclasses                                   |  |                              | £550*          |   |

(\*) includes refreshments and lunch

(\*\*) includes ILM registration and certification

To book places, please contact Barry Syder at [barry@syderandyoung.co.uk](mailto:barry@syderandyoung.co.uk) or on 01403 272571.

[www.syderandyoung.co.uk](http://www.syderandyoung.co.uk)

## Learning Outcomes:

### Leadership Skills

- a development opportunity for anyone wanting to motivate and lead their team.

"Some situations call for managers and others for leaders. The critical factor is CHANGE. Change throws up the need for leaders; it is leaders who bring about change effectively".  
(John Adair, Surrey Uni. 2003)

There are three broad and converging approaches to the understanding of leadership. Qualities (*what you are*), Situational (*what you know*) and Functional (*what you do*). All are important and should blend together. Participants attending this workshop will be able to assess their own approaches to leadership and develop skills to enhance their performance by

- Understanding the qualities of good leadership
- Knowing how to undertake the key leadership functions of PLANNING, INITIATING, CONTROLLING, SUPPORTING, INFORMING AND EVALUATING
- Learning to encourage enthusiasm and motivate their teams

### Strategic Development Planning

- a practical guide to business planning for general practice.

The GMS contract and subsequent revisions have offered many new opportunities for GPs and their managers to develop the business and services of General Practice. Practice Based Commissioning offers choices and chances. For some it is a huge threat, for others just another element of an ever increasing workload, and for some it is an exciting development. Whether your practice is already very successful or encountering a few problems that prevent the team from working to full capacity, you will benefit from giving serious consideration to controlling events rather than just responding. Participants attending the residential workshop will be able to develop a workable medium term development plan to respond to the choices of practice based commissioning (2-5 years) by:

- Auditing current internal (practice) situation
- Considering the external forces that impact on the practice
- Generating creative thinking
- Identifying practice aims and objectives
- Analysing problems and opportunities
- Developing good planning processes following good decision making

### Mentoring and Developing Staff

"You cannot teach anybody anything. You can help them discover it for themselves" - Galileo

"An organization which offers structured mentorship is an organization with more fulfilled, committed, resourceful and motivated employees who will stay with that organization"  
(I. Cunningham, Middx. Uni. 2001)

Participants attending the workshop will be able to develop as a mentor, enabling others to perform well in enthusiastic and innovative working teams that are capable of adapting to the future of primary care by:

- Understanding the principles of developing and mentoring team members
- Knowing how mentoring fits into the NHS agenda
- Creating an organizational structure that supports staff development and management mentoring
- Developing your competencies through improved communication techniques and development skills
- Building trust and honest relationships
- Enabling others to develop themselves for the benefit of the practice

### Managing Performance for Successful Business Development

Successful organisational strategies are dependent on the effectiveness of teams and individuals. Strategic decisions, however innovative and appropriate, rely for their success on the commitment of all team members to the development plan and on their ability to deliver quality services. Organisations are only as good as the enthusiasm and competencies held by people working within them.

This masterclass will look at translating business strategies into successful outcomes via team and individual objective setting and managing performance. Practice Managers work with individuals with very different needs and abilities. As leaders managers need to address these with a variety of tactics to ensure quality and prosperity for their surgeries.