



Leading Public Sector Collaborative Transformation

This is a pathway seminar to the Postgraduate Certificate in
Collaborative Transformation at Canterbury Christ Church University



...with NHS



...with
Blue-light



Managing Communications in Collaborative Transformation and Shared Service Programmes

...with
Councils



...with Housing
and Education



Tools, templates and techniques for accelerating the
scale and pace of public sector collaborations

SHARED SERVICE ARCHITECTURE SEMINARS in numbers

3000+

Leaders and senior manager delegates



80%+

'Excellent' delegate evaluation ratings



300+

Recognised Practitioners and Architects



13

Cohorts of Postgraduate Certificate Students



14



Collaborative Transformation Magazines published

200+



Online tools, templates & techniques

Over **400** public sector organisations use our toolkits

205



Local Government

75



FE/HE

62



Health

30



Fire

24



Police

17



Private

250+



Update newsletters

2500



Subscribers to weekly news & jobs updates

The benefits to your collaboration projects and your partnerships

This seminar will develop the collaborative leadership skills of your senior managers, who are fostering multi-agency community based partnerships.

For your organisation: It gives confidence to an organisation to know that their managers are skilled at building collaborative advantage when fostering multi-agency partnerships delivering to, or with, the community you serve.

For your communities: Having skilled collaborative transformation leaders, to work on your community partnerships, will accelerate the scale and pace of the projects. It will ensure that the community engagement is set on strong foundations from the outset and will avoid the classic pitfalls experienced in so many multi-agency community-based partnerships.

For individuals: The SSA collaborative leadership and collaborative transformation seminars, enable your senior managers to apply over 200 tried and tested tools, templates and techniques in any settings and across many sectors (local and central government, fire, police, PCC, health & social care, housing and third sector). This gives them the confidence to be successful in their role, no matter who the partners, or community are.

£399+VAT per delegate

with further discounts for multiple delegate bookings

Substantial discounts available for in-house programmes

This is a pathway seminars to the Postgraduate Certificate in Collaborative Transformation at Canterbury Christ Church University



For more details about the programme email Manny.gatt@sharedservicearchitects.co.uk ...or phone Manny on 07971 049069

In-house delivery of this seminar is available for groups of 8 or more.

What are delegates saying about SSA seminars in their evaluations?

“Comprehensive and engaging seminar which was well presented and structured.”

“Informative, pitched at the correct level, good documentation.”

“A good mixed approach to delivering learning.”

“A really excellent day, delivered in a way to involve and excite.”

“Excellent overview of parts to consider and issues to be aware of – the checklists are a must.”

To see more evaluations of the seminars, visit:

www.sharedservicearchitects.co.uk

MANAGING COMMUNICATIONS IN COLLABORATIVE TRANSFORMATION PROJECTS

The day will help you understand:

- Where communications matter (and the tools to use) at each stage of the collaboration journey shown below
- How good communications can help stop your project failing
- How to get your leadership team to understand the importance of good communications and own the communications plan
- How to start writing your partnership communications strategy
- How good collaborative communications differ from your regular in-house communications
- How to overcome common barriers to effective communications
- How to have the conversation with a Head of Communications to help them understand the support and resources you need
- The importance of getting the content and language right for each partner

And a bonus session...

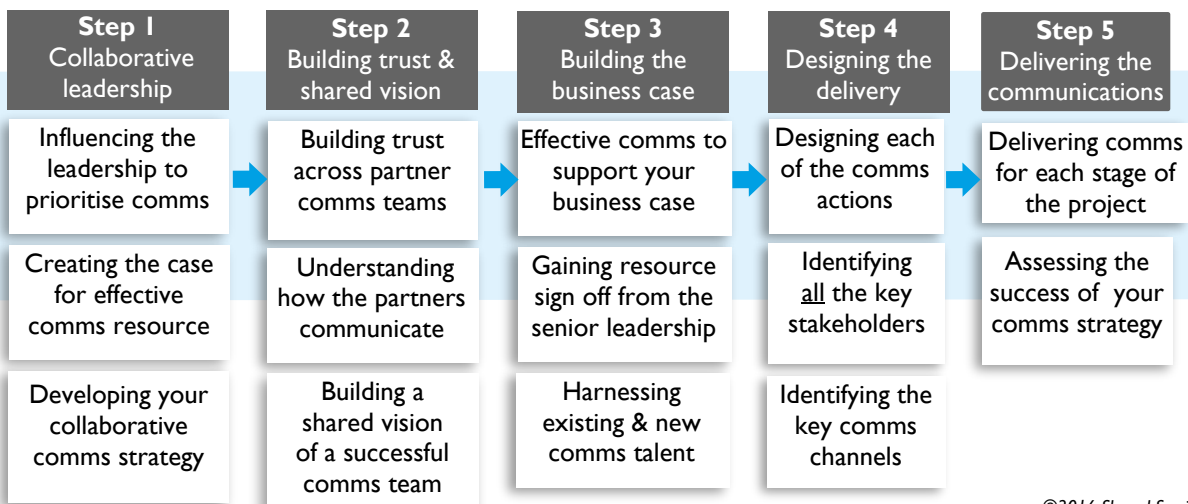
- Have your burning communications questions or issues answered by our collaboration transformation and communications experts, or send us your question in advance, to discuss on the day.

What is included with this seminar?

- * A 10-section knowledge folder containing full seminar notes, tools and checklists
- * Points towards Collaborative Transformation Practitioner - CTPrac™ recognition
- * 12-month subscription to Collaborative Transformation Magazine
- * Access to the SSA online library of links to over 500 collaborative working documents, business cases and news articles
- * You are stepping onto the pathway to the Postgraduate Certificate in Collaborative Transformation at Canterbury Christ Church University*



THE FIVE STEPS IN THE COLLABORATIVE COMMUNICATIONS JOURNEY



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* Potential students are subject to university approval before they can enrol on the certificate.

THE COLLABORATIVE TRANSFORMATION TOOLKITS ARE NOW ONLINE...

These tried and tested resources are being applied in over 500 public sector organisations including local and central government, blue light, FE, HE, voluntary sector, housing and health.

Flexible, multi-purpose project tools, templates and techniques for accelerating:

- **Shared Services**
- **Combined Authorities Working**
- **Devolution Projects**
- **City Region Partnerships**
- **Health and Social Care Programmes**
- **CCG Collaborative Working**
- **Systems-Wide Working**
- **Collaborative Transformations**
- **Alternative Ways Of Working In Partnership**
- **Collaborative Working Within Organisations**



If you would like to make the SSA collaborative transformation tools, templates and techniques available to all of the departments across your organisation, and across your partnerships, they are now available as PDFs for unlimited download.

The annual licence (from £2,900+VAT per organisation) includes training seminars in how to gain the most from their application by your colleagues.

Visit www.sharedservicearchitects.co.uk for full details.

Or email

magda.zurba@shareservicearchitects.co.uk

to arrange a demonstration



WHAT DO THE ONLINE TOOLS LOOK LIKE AND HOW ARE THEY STRUCTURED?

Each tool is set out in its own six-page layout, and designed so that what you read in the morning, you can be applying that afternoon.

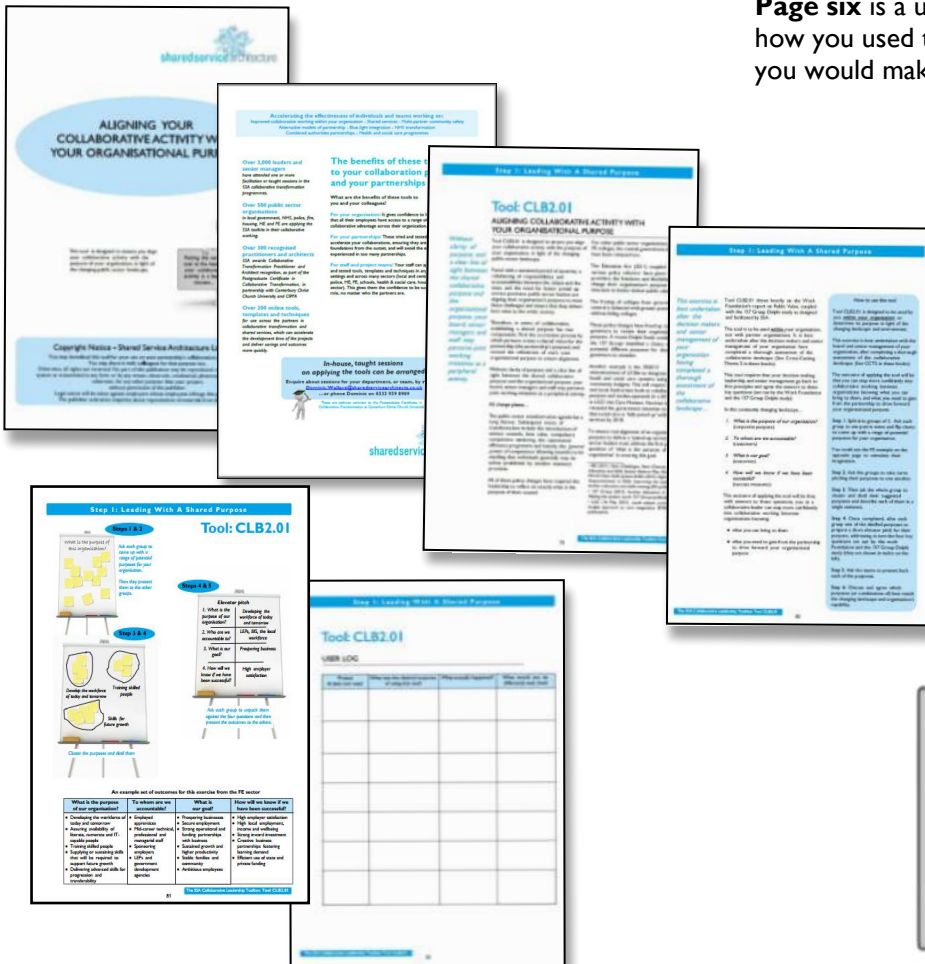
Each tool is set out in its own six-page layout, and designed so that what you read in the morning, you can be applying that afternoon.

The tools provide support for each of the six stages of the Collaborative Transformation Journey Map from *Collaborative Leadership* through to *Transform and Improve*.

Pages one to four explain the the tool, the situations you might consider deploying it in and the background, academic and practitioner underpinning. Page four also contains a step-by-step guide, in the blue column, to applying the template, tool or technique.

Page five provides an example layout of the tool so you can develop and adapt it for your specific purpose.

Page six is a user log to record when and how you used the tool and any adaptations you would make when using the tool again.



They will also inspire your project teams to create their own tailored tools, templates and techniques for their projects.

Equipped with these tools, this is their opportunity to be enterprising and innovative and accelerate the success of your collaborative projects they are working on.

Your Tutors



Tim Smith SS(PRAC)

Lead tutor for the workshop

blueheroncommunications



Dominic Wallace CTArcf

Support tutor for the workshop

Director of Learning at SSA

Tim Smith is Director and Lead Consultant at Blue Heron

has twenty-five years' experience in leading effective public sector communications, including two Head of Communications roles at unitary authorities.

Recently, Tim led communications for oneSource, Havering and Newham councils' successful transformation programme to develop a new shared back office service.

Additionally, he developed transition communications for the integration of three inspectorates into the Care Quality Commission, as well as working on a number of other public and private sector collaborative transformation projects.

For the last eleven years he has been a successful communications consultant and interim manager, supporting national and local government.

Dominic Macdonald-Wallace MA, Cert Ed, AFPC, SSAf

is Director of Learning and Development at Shared Service Architecture Ltd and lectures on the Postgraduate Certificate in Collaborative Transformation at Canterbury Christ Church University.

He is the Editor of Collaborative Transformation Magazine and co-author of eight collaboration toolkits that are used in over 500 public sector organisations in the UK and in seven countries across the world.



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About Shared Service Architecture Ltd (SSA)

Shared Service Architecture Ltd is a research-informed teaching company that provides:

Personal development in collaborative leadership for politicians, board members, executives and senior managers, to equip them to become effective, skilled and knowledgeable collaborative leaders in public purpose collaboration activities, including through the Postgraduate Certificate in Collaborative Leadership.

Collaborative project skills and knowledge development for senior managers and project leads who wish to become recognised Shared Service Practitioners - SS(PRAC)TM, or Collaborative Transformation Practitioners - CTPracTM, or Shared Service Architects - SSATM, or Collaborative Transformation Architects CTArcTM and gain professional recognition through the Postgraduate Certificate in Collaborative Transformation.

Organisational development through mentoring and in-house facilitation sessions to build collaborative advantage within organisations. This will increase the organisational capacity and culture to successfully collaborate with external partners and reap the full efficiency, improvement and political gains that partnership working can deliver.

Over 200 Online Tools Templates and Techniques that can be used across partnerships to accelerate their success.

Collaborative Transformation Magazine the national public sector education magazine providing case studies, tools and reviews from the frontline CTPracTM, SS(PRAC)TM, SSATM and CTArcTM community.