

Success Story:

North Staffordshire Combined Healthcare NHS Trust

June 2024

What were you looking to achieve?

At Combined Healthcare, we aimed to develop and embed a coaching and mentoring culture across the Trust to develop our workforce and ensure we continue to be a great place to work, as set out in 'Our Combined People Plan, 2023'.

We were also looking to sustain our work in collaboration with partners to embed a system-wide coaching & mentoring approach and culture, ultimately improving patient care.

What did you do?

Alongside numerous dedicated interventions and partnerships that sought to offer and embed coaching and mentoring across the Integrated Care System (ICS), we also successfully embedded the **Coaching Culture Platform** and its digital content, which included **Mindset**, **Lessons**, and **LearnCast**. This allowed us to bring further opportunities to introduce coaching to our people and ensure the benefits were felt across a wider audience.

To help us showcase Coaching Culture, we created promotional materials with our recognised branding, such as posters and leaflets, which were distributed at all Organisational Development (OD) events, wider company events, and to all departments within the Trust.

Alongside this, we developed a variety of approaches to support our plans, which included:

- » Interactive Workshops & Taster Sessions to introduce and create awareness of coaching
- » Embedding coaching across numerous internal programmes, i.e. Inductions
- » Developing our coaching and community of practice across the ICS, including our own badge and quarterly newsletter
- » Widespread promotion across all Trust communications, such as internal podcasts and articles

What results did you see?

To measure success, we obtained monthly figures from the Coaching Culture Platform showing how many staff members were accessing the modules and collected personal testimonials.

We now have a high volume of staff using the Coaching Culture platform and content. Since its launch in May 2022, **554 users** have accessed a total of **1304 modules**, consisting of 446 Mindset modules, 723 Lessons Topics, 137 Diversity & Inclusion topics, and 5 LearnCast episodes (up until April 2024).

Coaching Culture has linked well with our ongoing interventions, as our wider coaching pool can use the content to support their work with their coachees. Staff have felt empowered to identify their own learning and development needs, and the great content has helped to develop a coaching culture approach across the ICS overall.



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