



Lincolnshire Partnership
NHS Foundation Trust

Case Study 'iAM | Be yourself at work' NHS Leaders & Teams

Looking after our people differently to support a compassionate and inclusive culture.

Laura Clifford, Head of OD and Leadership, Lincolnshire NHS Foundation Trust

Liz Villani, CEO, iAM | Courageous Success



Supporting people to live well in their communities



Case Study 'iAM | Be yourself at work' NHS Leaders & Teams | Liz Villani | We will cover...

A case study involving Senior Leadership at the Lincolnshire NHS Trust.

An exploration of how to support leaders in the NHS to bring their whole and best selves to work.

The session will share the context, innovative methodology and feedback from the iAM pilot scheme.



Laura Clifford,
Head of OD and Leadership,
Lincolnshire NHS Foundation Trust

With an emphasis on the role of leaders in supporting good working cultures and environments.

Starting with them being their best selves at work.

And how understanding themselves and each other as real people has supported wellbeing, confidence, self awareness and team dynamics.



Liz Villani,
Founder & CEO,
iAM | Courageous Success



Leadership & Team Context | Laura Clifford

- Culture at LPFT - the journey and not resting on our laurels.
- Leaders have a key role in supporting good working cultures and environments.
- This starts with them being their authentic and best selves.
- We wanted Senior Leadership to understand themselves and their teams as real people.
- Not using the tools that we have profiled them with in the past such as SDI.
- But their unique selves, their self concept, and so we used iAM.
- Supporting them at the same time with their unique wellbeing needs, a clear understanding of their triggers, their natural styles of belonging and ways of inclusion for themselves and each other.

deliver **more** people, working **differently**, in a **compassionate** and **inclusive** culture

Looking after
our people

Belonging
in the **NHS**

Growing for
the future

New ways of
working and
delivering care



What is an iAM | Liz Villani





iAM is based upon Self Concept Theory

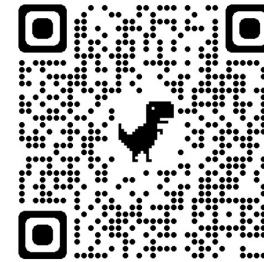
Self-concept is the overall idea that we have about who we are and includes cognitive and affective judgements about ourselves. Our who am I? It is influenced by biological and environmental factors, along with social interaction.

#BEYOURSELFATWORK



80% Impact on being a great manager by being myself at work

- 1 MY DRIVE MY CENTRE
- 2 MY MOTIVATORS & WATCHOUTS
- 3 MY AUTHENTIC REPUTATION
- 4 MY OPENERS TRIGGERS & FOUNDATION



The iAM process is a simple five steps...

In a randomised, qualitative validation study carried out with 99 iAM users over three months, 100% agreed that their iAM was a true reflection of the real them, what irritates them, how people know them, what they can overdo and who they are when they are at their best.

sl Also available on your LMS via a SCORM file

Your iAM Experience

Compatible with the latest web browsers for PCs, Macs, iPad, iPhone and Android devices.

A unique and powerful blend of human interaction and the latest in software technology.

- 1 **Questionnaire**
 - You receive a welcome email with login details and introduction.
 - You complete the questionnaire, which takes around 20 minutes.

“ 3x more effective than traditional profiling tools. ”

- 2 **Starter iAM Values**
 - Your iAM Developer creates your starter iAM values and contacts you to arrange your 50 minute iAM call.
- 3 **1:1iAM Call**
 - You and your developer discuss and agree your values during the 1:1 phone session.
 - Your values are then finalised, you receive an email to let you know and give next steps.
- 4 **iAM Values Ripple**
 - You log back into iAM and in a quick 10 minute process create your iAM Values Ripple. Your unique self concept.
 - Your iAM is emailed automatically to you with a PDF on how to use it.
- 5 **iAM Tips**
 - You receive personalised tips to support your resilience, agility, inclusion and wellbeing.
 - With the option of a £1 debrief or workshop programme to continue your #bestselfjourney

“ ...Simple, practical and very powerful. ”



Laura Clifford



- 1 MY DRIVE MY CENTRE
- 2 MY MOTIVATORS & WATCHOUTS
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Demonstrating Integrity	Passion to do what's right. Demonstrate fairness. Being appropriate. Justice. Treat people kindly & fairly. Trustworthy. Show integrity.
Nurture & Help	Supportive. Showing compassion. Genuinely helpful. Loving. Kind. Affectionate. Rescue you. Make things better for people. Tactile. Warm reassurance.
Spidey Sense	Emotional intelligence. Empathy. Feel it. Use your sense. Knowing. Tuning into people. Using sensitivity.
Proud Energy	See good quality. In awe. Make a positive difference to someone. Celebrate other's success. Sense of achievement. Feeling pride. Seeing potential.
Genuine Fit	Feels real. Not superficial. Spending time with people. Interested. Speak up. Know you. Being involved. Collectively. Loyal. Real camaraderie.
Sense Of Fun	Sense of humour. Social. Fun. Love the joy. Fun sponge. Lightness. Share humour. Have a giggle. Make people laugh.
Strong Why	Clear focus. Clearly defined. Priorities. Work towards goals. Has purpose. Focus on what's important. Pay attention where it's needed. The why.
Innovate & Create	Creative thinking. Step away from the status quo. Creative & different. Full of ideas. Not doing what you've always done. Unique. Try things out.
Bright & Excited	Keen. Give off brightness. Positive. Bubbly. Share excitement. Passionate. Energised. Not climbing into the pit of despair. Giddy with opportunity.
Wrestle The Challenge	A new challenge. Wrestle it. Work to get unstuck. Variation. Grow in confidence. Resolve the issue. Determined. Toughen the skin. Brave resilience.
Choice & Freedom	Not micromanaged. Spontaneous. Free reign to shape & do. Empowering. Freedom of expression. Find it buy it. Not constrained. Decisive. Grab it & roll with it.
Sensible Thinking	Assess the facts. Learning from mistakes. Using caution. Think about repercussions. No roller coasters. Sensible calm. Ask questions. Think things through.



iAM Resilient

Engage your first wave values of **bright & excited, wrestle the challenge, choice & freedom and sensible thinking** to give you stability and a firm foundation. They unlock you and can be a great way to regroup, prepare and manage your emotional response.

Use these iAM values as a mantra to stabilise yourself. Set them as a positive intention before you enter a room or pick up the phone. Consciously think **not climbing into the pit of despair, wrestle it, decisive and free reign to shape & do.**

When under pressure you could have a tendency to overdo your heart value of **demonstrating integrity**. Loop back down to **sensible thinking** for grounding.



iAM Inclusive

Your iAM central wave values of **genuine fit, sense of fun, strong why and innovate & create**, are how you make the biggest difference to others and contribute significantly towards your reputation.

To have an authentic impact when influencing, and making people feel comfortable show **collectively, sense of humour, pay attention where it's needed and clearly defined.**

Engage others with **sense of fun and strong why**, the uncompromising essence of you and your unique contribution.

When presenting and expressing yourself think **not superficial, priorities, clear focus and full of ideas.**



iAM Agile

Your natural strength under pressure comes from your heart and core iAM values of **demonstrating integrity, nurture & help, spidey sense and proud energy**. These are a source of energy for you and inspiring for others.

Your purpose, motivation and drive can often be discovered in your heart and core iAM values. Use these to react to the environment around you with agility.

Come from a place of **supportive, loving, in awe and use your sense** to optimise your adaptability.

Watch for overdoing your heart and core values which could over amplify them and alienate those around you.



iAM Well

Well-being results from all your iAM values being in balance and this relies upon a stable foundation. Create an environment of **bright & excited, wrestle the challenge, choice & freedom and sensible thinking** to help you to feel at your best.

Use **give off brightness, empowering, spontaneous and think about repercussions** to provide a sense of rightness. You are likely to react negatively when you don't sense these from others so be aware of these triggers.

Use your first wave values as a starting point when you initiate interaction. **work to get unstuck, share excitement, resolve the issue and find it buy it** will reinforce your sense of authentic self.





Specialist Services Leading To The Trust Executive

- We chose to pilot initially with Specialist Services.
- This is a unique group with very little day to day contact required and so paths might not cross as regularly.
- And yet there was a need for collective success, a breaking of organisational barriers.
- The feedback from iAM and the High Performing Team Session has been very good and we have a follow up planned for this afternoon.
- As a result we are now using iAM and the same team approach with the Exec Team.





“I have done many “self assessments” -personality profiles, psychological assessments and strength-based questionnaires. I have found the iAM process to be the most enlightening – really getting to the core of who I am and what drives me and my behaviours at home and at work. I look forward to using my iAM to take into my team development time so that we can better understand each other’s motivations”.

Sarah Connery, Trust CEO

“ iAM has helped me to understand the members of my team in a more individual and personalised way than other tools I have used. It gave me a tool to challenge some of my assumptions about the motivations and drivers of other team members and has fundamentally changed my working relationship with one particular colleague for the better”.

Eve Baird, Associate Director Specialist Services

iAM has been more thought provoking, individualised and personal than other self/team analysis tools I’ve used in the past. This in turn, lends itself to better practical application in the real world. E.g. understanding exactly why people might be pressing my buttons through the language they use and how I can choose my own words to ensure better engagement from others’.

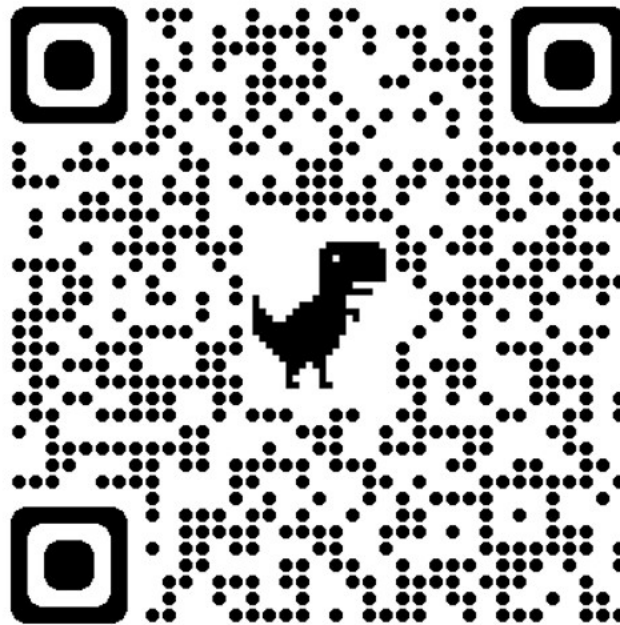
Chris Higgins, Director Of Operations





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NHS Foundation Trust

Thank you



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