Tool 4.3: Key messages

*These are examples of messages for facilitators to use with participants if discussing the culture and leadership programme and the culture focus group diagnostic. They are not intended as a ‘script’. You should modify them according to your needs.*

The culture and leadership programme

Our trust is running a programme on culture and leadership.

This programme aims to develop and implement strategies for collective leadership which result in cultures that **deliver high quality, continuously improving, compassionate care.**

This work should help improve the health and wellbeing of staff and lead to better health outcomes for patients.

We are currently in phase one of this programme – diagnosing our culture.

We are using resources developed by NHS Improvement, The King’s Fund and the Centre for Creative Leadership.

Definitions

**Culture:** An organisation’s culture can be defined as the values lived by its employees every day – these may not be the same as the stated values. The lived values can be seen by **‘the way we do things around here’.**

**Collective leadership:** Means a type of culture where staff at all levels are empowered as individuals and in teams to act to improve care within and across trusts - **‘leadership of all, by all and for all’**. This is in contrast to command and control cultures which are not conducive to achieving high quality care.

Purpose of the culture focus groups

Culture focus groups aim to increase our understanding of the different elements take make up our culture from how we work personally to how we work with other organisations.

Culture focus groups will also give us a better idea of the strength of leadership that exists throughout our organisation at all levels.

Process of the culture focus groups

We are asking everyone at all levels and in all areas, regardless of their position, role, or level of patient contact, to take part in focus groups if interested or invited.

Your feedback will help us to come up with action plans to develop our collective leadership strategy. We aim to publish these plans by [insert date].

Confidentiality

Information provided in a focus group be used for purposes relating to the culture and leadership and may be reported in an anonymised format.

Participants will be asked not to share any information after the focus group which could identify another person.

If you would like more information please get in touch with *[insert name]* at *[insert contact details].*