



**INNOVATION AGENCY**  
Academic Health Science Network  
for the North West Coast



**COACHING  
ACADEMY**

**Our 2022-23 offer**  
to individuals, teams, organisations and systems

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[coach@innovationagencynwc.nhs.uk](mailto:coach@innovationagencynwc.nhs.uk)

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## WHAT WE DO

The [Innovation Agency's Coaching Academy](#) supports individuals, teams, organisations and systems to build cultures that can adopt innovation, continuously improve, and nurture equity and inclusion. We can help you shift mindsets, build capacity for transformation, and support implementation.

"The Coaching Academy has evolved, continuously improved and adapted in response to the need in our local organisations and systems. People have seen the value of expert convenors, facilitators and educators, holding space for teams to learn, truly understand the challenges they have and provide them with tools and techniques to work through these challenges."

**Juliette Kumar, Associate Director of Culture and Workforce, Innovation Agency**



## WHO WE WORK WITH

The Coaching Academy works at all levels of the health and care system from front-line teams to board level senior leadership. We have worked throughout the NHS, local authority, public and third sectors and academia in the North West Coast and beyond.

**2,000**  
people coached



**382**  
sessions  
& programmes



**37**  
trained coaches



Most of the Coaching Academy's work begins as a conversation. Drop us a line at [coach@innovationagencynwc.nhs.uk](mailto:coach@innovationagencynwc.nhs.uk) to tell us a little about your needs and/or register your interest in a course and we will get back to you.



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# THE INNOVATION AGENCY COACHING ACADEMY

## OUR OFFER

Our combination of 'core' workshops and programmes and bespoke offers means there is always a way we can support you. Our core offers are grouped into the following categories:

- [Coach Training](#)
- [Learning and Development](#)
- [System Support](#)
- [Facilitated Collaboration](#)
- Fully [bespoke](#) to meet your unique needs



## Coach training

Our [coach training programmes](#) are the heart of what we do. We train accredited coaches so teams can:

- build compassionate, collaborative cultures
- have better conversations
- feel empowered to innovate and improve.

Our programmes are designed for health and care professionals and two levels of accreditation are available through the [European Mentoring and Coaching Council \(EMCC\)](#): [Coaching Foundations](#) and [Coaching Practitioner](#).

If your team is not able to commit to a full programme, we can offer [coaching conversations workshops](#) or create a [bespoke programme](#), where you can learn how to use coaching methods to achieve your goal or address your challenge.



# THE INNOVATION AGENCY COACHING ACADEMY

## Learning and development

There is a programme for everyone interested in learning and development for themselves, for their team and for the system at large. Our programmes are grouped into two categories, for those who wish to develop as an **innovator**, or to develop their **leadership and culture**.



## Innovator development (online)

- [Innovator's Mindset](#) – For people brimming with ideas who want to develop or reaffirm a mindset for bold, innovative thinking and behaviours.
- [Strategies for Spread and Adoption](#) – You have developed an innovation, product or service and are keen to see your idea spread to the right audience and be adopted.
- [Evaluation Fundamentals](#) – The course will cover various types of evaluation to help you demonstrate the value of your innovation to the health and care system.

## Leadership and culture development

- [Coaching for aspiring leaders](#) – Individual coaching and group collaboration to grow and achieve your leadership goals.
- [Innovative leaders](#) – A series of bite-size development workshops for leaders to expand their skills creative and innovative skills.
- [Fundamentals of restorative practice](#) – Restorative practice is a social approach for building community, navigating conflict, and repairing harm; these workshops aim to inform participants about the potential for using these methods for supporting team and organisational wellbeing.



## Systems support

We provide leaders and teams with [support to make improvements](#) to navigate complex systems. We provide:

- space for teams to learn about themselves, their system and examine their challenges
- evidence-based tools and techniques to work through solutions to these challenges.

Below are our core offers; however, we will work flexibly with you to support your objectives.

- [Design thinking](#) – For leaders who want to apply design thinking methodology to a real-world challenge within the health and care system. Available as a 1-day introduction, or six-month programme.
- [Appreciative inquiry](#) – A series of facilitated discovery conversations to seek feedback on barriers and enablers to success in relation to a current state.
- [Improvement in systems](#) – This course will help you navigate change and enable you to make improvements in complex environments.
- [Safety culture improvement](#) – For small groups to tackle a specific safety or improvement challenge in their organisation using quality improvement tools.
- [Implementing innovation in systems](#) – Supports teams who are ready to implement innovations by using systems thinking guided collaboration, using evidence-based practice.
- [Complex change and service redesign](#) – A system-wide future state redesign that will improve outcomes by introducing innovation to optimise the deployment of resources and embrace integrated care concepts.





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## Bespoke

We can collaborate closely with you to [design a programme to achieve your goals](#) for innovation, improvement, change management or cultural change. We can customise any of our existing workshops, programmes and coaching options to suit you, including your audience, themes, methodology, duration, and delivery method (e.g., online, in-person or a blend).

Below are a few additional services that the Coaching Academy can offer your team.

- [Resource development](#) – We can use our knowledge and experience to assist you in creating evidence-based resources (e.g., competency frameworks and assessment tools).
- [Hackathons](#) – A hackathon is an event bringing together diverse thinking with the common goal of solving a challenge.
- [Stakeholder engagement](#) – We can help you host and facilitate workshops with your stakeholders to achieve your project or programme goals.



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## Six reasons why you should work with the Coaching Academy

- 1** **We know the system** – We can provide a valuable system-level perspective to teams who are focused on one service area or within a defined geography.
- 2** **We are flexible and agile** – We can adjust course or workshop content to fit the needs of your team/organisation and work around your schedule.
- 3** **We are creative** – We can introduce new, innovative approaches to tackling the ‘same’ problems. Doing things differently can feel strange, but the results are often very positive!
- 4** **We have a fresh perspective** – We offer unbiased, safe spaces for you and your team to work out the tricky bits. Many partners comment that more new ideas and ways of working emerge when they feel less constrained by internal barriers. In other words, we empower you to step outside of the box.
- 5** **We want to see lasting change** – We are not interested in ‘quick fixes’. We want to help you be as successful as possible and achieve lasting change. This means uncovering the root of your challenges – which can often be cultural – and ensuring solutions are co-produced with input from those who are directly impacted.
- 6** **We have an excellent track record** – We will happily share our many case studies or put you in touch with past partners who can speak to you about our work.





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## TESTIMONIALS

- ➔ The Coaching Academy facilitated the development of the Cheshire and Merseyside ICS's clinical and care leadership framework through a series of workshops and online stakeholder consultation.

"I was excited by the creativity from the Coaching Academy and their suggestion to use the 'design thinking' methodology toward creating our clinical and care professional leadership framework. Bringing a concept from the technology sector into healthcare was intriguing and innovative. It has been so easy to engage and work with the Coaching Academy. They are full of energy, and ideas, and flexible in their approach to meet the national guidance and agreed project deliverables."

**Dr Fiona Lemmens, Designate Associate Medical Director for the Cheshire and Merseyside Integrated Care Board**



- ➔ The Coaching Academy was commissioned to develop a coaching programme for aspiring non-executive directors who identify with protected characteristics.

"The energy and commitment demonstrated by the Coaching Academy in this space has been really impressive. Their combined efforts have identified a representative cohort who feel supported, heard and whose potential is being recognised. And it will benefit the NHS and, of course, our patients. The experience I have had with the Coaching Academy has been exciting, positive and pragmatic. I'd definitely partner with the Coaching Academy again."

**Anthony Nichols, Head of Diversity & Inclusion, NHS England & Improvement North West Region People Team**



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## ABOUT THE INNOVATION AGENCY

The [Innovation Agency](#) is the Academic Health Science Network for the North West Coast, funded by the NHS to accelerate innovation and improvement in health and care.



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