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Changing behaviour the real challenge for WCC

Changing an organisation's culture and behaviours will be the real challenge for PCTs seeking to achieve World Class Commissioning (WCC).

That was the clear message to delegates attending a special session on WCC at the NHS Confederation conference last week (18-20 June 2008).

Speaker Sophia Christie, Chief Executive of Birmingham North and East PCT, said that WCC competencies 1-4, which focus on culture, behaviours and relationships, were the most challenging to implement because they required a deep-seated change to the way an organisation works.

Senior ODS consultant Sarah Cheesmond, who attended the session, commented: "This point really struck a chord with me, because it is precisely what has emerged from my work with the Northern Network of PCTs to finalise ODS' new Commissioning Competency Diagnostic Tool.

"The tool translates the 11 WCC competencies for commissioning organisations into observable attitudes, behaviours and actions at individual and team level.

"In so doing, it will help PCTs achieve the long-term change to behaviours and culture that was identified as a key challenge.

"In the short-term, it can also play a valuable role in helping organisations prepare for the WCC Assurance process, by providing a comprehensive diagnostic of their strengths and weaknesses in relation to the 11 separate competencies."

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