

ODS ROUND UP | OCTOBER 2008

Commissioning tool in action

Liverpool Primary Care Trust is the first PCT in the UK to roll-out the ODS World Class Commissioning Diagnostic Tool across more than 400 employees. The tool will form part of a vital learning needs analysis programme, which is expected to identify staff strengths and to drive organisation development plans. The PCT has successfully engaged unions and staff in ensuring staff-side support for use of the tool.

Liverpool PCT was one of seven PCTs within the Northern Network of Teaching PCTs to trial the tool and it has now signed up to put it into action across its commissioning arm.

The forward-thinking PCT team have worked with ODS to customise elements of the tool in order to create a learning needs analysis opportunity. Working in conjunction with unions and staff, the tool has been introduced on a voluntary basis, with all employees encouraged to participate.

Staff-side engagement throughout the project planning phase ensured that support was available to those wishing to participate. This included drop-in staff briefing sessions, where staff could ask questions in order to understand the nature and purpose of the assessment programme, and hands-on support for anyone seeking help in completing their self-assessment.

Sarah Cheesmond, Senior ODS Consultant, said: "This unique tool has been developed with PCTs in response to the challenging World Class Commissioning agenda. We are delighted that the Liverpool PCT team already have such confidence in its benefits."

To discuss how the ODS tool can contribute to your organisation's development planning and achievement of WCC please contact:

[Sarah Cheesmond](#)
Senior Consultant
0161 236 6733

To learn more download our information pack items:

[Leaflet.pdf](#)
[Case study.pdf](#)
[Sample.pdf](#)

ODS to develop ageing framework

Natural ageing is one of the top five key trends expected to have a significant impact on the Northwest, and ODS has been commissioned by 5050vision, acting on behalf of the Northwest Regional Development Authority (NWDA), to develop a Regional Framework for Ageing.

The project will be undertaken in conjunction with: NWDA, 4NW the Regional Leaders Forum in the Northwest (formerly NWRA), NHS North West, The Department of Health Regional Public Health Group, Care Services Improvement Partnership and the Government Office for the North West.



Natural ageing is one of the most pertinent demographic trends in the Northwest, identified by an in-depth Experian report, commissioned by the NWDA. Peaks in the fertility rate between 1945 and 1970, combined with increasing life expectancy, mean that dependency ratios are likely to increase significantly over the next 10 to 20 years as “baby boomers” reach retirement age.

Policymakers are faced with the challenge of boosting economic activity amongst older workers – updating skills portfolios, changing attitudes among business and ensuring adherence to age discrimination legislation. In addition, there is a real need to ensure adequate provision of social and affordable housing, ICT, cultural services and transport infrastructure along with health and social care provision.

In a highly responsive and positive move, the agencies involved have recognised the need to work together to create a strategic framework which creates a coherent policy approach to the implications of this demographic change.

Partner and stakeholder engagement is key; ODS will work closely with 5050vision to develop effective interventions in order to achieve this and to ensure the framework is complete ahead of the November deadline.

To discuss how a consultancy approach to framework development could support your organisation’s initiatives please contact:

[Donna Bradshaw](#)
Joint Managing Director
0161 236 6733

Nationally recognised expert joins ODS

Wyn Jones, a nationally recognised expert in strategic workforce planning systems and processes, has joined ODS as a Senior Consultant. Wyn has previously worked within both the NHS and the Department of Health and was involved in the workforce planning workstream element of the recent Darzi review. He has delivered expert evidence to the House of Commons Select Committee on workforce planning issues and chaired the group responsible for initiating the nationally recognised PGC in Workforce Planning.

Wyn Jones | Senior Organisation Development Consultant

MBA Health Executive
BSc (Hons) Sports Science

Wyn joined ODS in July 2008 from NHS Yorkshire and the Humber where he held the position of Workforce Planning Manager and prior to this, Acting Director of Workforce Development. He gained valuable experience in his 19 years within the NHS and latterly his career there focused on workforce planning and development, including a secondment to the Department of Health to support the workforce planning work stream under the next stage review.

Wyn is recognised as a national expert in strategic workforce planning systems and processes, and has presented written evidence to the House of Commons Health Select Committee on workforce development issues. He also chaired the national group that initially designed, commissioned and contract managed the Post Graduate Certificate in Workforce Planning, now a nationally recognised qualification.

Wyn led the development of a ground breaking partnership between the NHS Yorkshire and the Humber and the local Learning and Skills Council (LSC). This work was used to develop the national Joint Investment Framework which was implemented by Skills for Health and the LSC.

Wyn has also completed training in Project Management and Managing Successful Programmes, both at Foundation and Practitioner level. In 2007 he trekked to the peak of Kilimanjaro, raising funds for the charity Scope.

[Wyn Jones](#)

Senior Organisation Development Consultant

0161 236 6733

Hear from us at HSJ Workforce Conference

27th - 28th January 2009

ODS is delighted to announce its sponsorship of Health Service Journal's World Class Workforce conference, to be held on 27-28 January 2009

The event - now in its fifth year - offers a valuable insight into both the strategic and practical elements of developing the NHS workforce of the future.

High-profile speakers include Clare Chapman, Director General of Workforce for the Department of Health (DH), and Gary Belfield, DH Director of Commissioning.

ODS joint managing directors Carol Brooks and Donna Bradshaw will give delegates a practical insight into delivering World Class Commissioning on the ground, using a real-life project as an illustration.

Their speaking slot will follow directly on from Gary Belfield, who will talk about World Class Commissioning for a world class workforce.

To find out more about the conference programme, and to book your place, visit www.hsj-workforce.com

Soap Box

Psychological contract more important than incentives

Perks and incentives may help you to attract good people to your organisation when recruiting, but in the long-term it's the "psychological contract" between employer and employee that is more important to an individual's performance

Carol Brooks, joint managing director of ODS, said: "The key to retaining and motivating employees in the long-term is what we call the psychological contract – the unwritten contract that someone signs up to when they take on a job.

"For example, employees expect that they will be valued by their employer, that they will receive feedback on their performance and that they will be offered development opportunities.

"If a person feels that that contract has been broken, it can be very difficult to recover – whatever incentives you offer them."

We are not saying that financial recognition isn't important - in the current economic climate that's clearly not the case - but if you achieve both successful financial and psychological contracts with your employees, and you have a winning combination. The top ten factors that matter to staff in the NHS, recently researched by Mori, are a strong demonstration of this; with only one of the ten factors linking to pay and benefits, the remainder linking to the psychological contract. With this subject in mind, read our case study (see link below) which demonstrates how we delivered a positive impact to Ashton, Leigh and Wigan PCT on both a personal and organisational level.

For more information about how we can support your organisation in developing and maintaining strong psychological please contact:

[Carol Brooks](#)

Joint Managing Director

0161 236 6733

Further reading:

The top ten factors that matter to staff in the NHS

www.dh.gov.uk/en/Publicationsandstatistics/Publications/DH085536

Read our case study [Future Proofing Public Health](#)