

A Practical Guide to
developing your skills as an

Effective Nurse Director

For current and aspiring
Directors of Nursing

TUESDAY 2 NOVEMBER 2010
20 CAVENDISH SQUARE, LONDON



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Topics include:

- + Leading the drive for quality and productivity: the role of the Nurse Director
- + Informing, supporting and inspiring current and aspiring Nurse Directors
- + The Nurse Director's contribution to putting quality first in the boardroom
- + Leading through a difficult economic climate
- + Supporting the nursing workforce to improve quality and productivity
- + Strengthening your leadership skills
- + Developing your management skills
- + Developing commissioning skills as a nurse leader
- + Preparing and applying for a Nurse Director position: practical tips and advice
- + From Nurse Director to Chief Executive: my experience

Chair and speakers include:

- + **Trish Morris-Thompson**
Chief Nurse
NHS London
- + **Viv Bennett**
Deputy Chief
Nursing Officer
Department of Health
- + **Denise Kelly**
Nursing Adviser in
Management and
Leadership
Royal College of Nursing

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“As all boards are pushed to shift their gaze from the financial bottom line to that of quality accounts, it is possible that nursing directors are suddenly finding themselves at the centre of attention. After all, it is nursing directors who are responsible for the practice of the highest proportion of the workforce in any one trust, and arguably, therefore, for the majority of actions that impact most on the quality and safety of patient care.”

“NURSES ARE IN POLE POSITION TO MAKE QUALITY A PRIORITY” NURSING TIMES MAY 2010

Foundation Trust will provide practical tips and advice for preparing and applying for a Nurse Director position, delegates will then have the opportunity to hear the personal experience of **Neil Carr OBE FRCH** who is a nurse by background and currently a Chief Executive at South Staffordshire and Shropshire Healthcare NHS Foundation Trust, he will discuss how his career pathway led him to the role of Nurse Director and beyond, and the challenges he faced along the way.

This eighth national conference begins with a keynote address by **Viv Bennett Deputy Chief Nursing Officer** Department of Health who will discuss the essential role of the Nurse Director in leading the drive for quality and productivity, **Denise Kelly Nursing Adviser in Management and Leadership** Royal College of Nursing will follow by providing an update from the RCN and information and support for current and aspiring Nurse Directors. The day will continue with a focus on the strategic level responsibilities of the Nurse Director including; the Nurse Director's contribution to putting quality first in the boardroom, leading through a difficult economic climate, and supporting the nursing workforce to improve quality and productivity.

Nurse Directors can play a vital part in leading frontline staff in the necessary drive for quality and productivity. They are in a unique position to ensure quality and productivity issues are given high priority at a board level. In essence, it is the nursing director, more than any other board member, who is well placed to help boards integrate quality with other aspects of the business.*

Later in the day the focus will shift to career development for current and aspiring Nurse Directors. **Elaine Strachan Hall Chief Nurse** Oxford Radcliffe Hospitals NHS

“Becoming a nurse executive means that you will have a vital role to play, as part of a corporate team, in determining the quality of care for patients and service users in your community.”

THE NURSE EXECUTIVES' HANDBOOK, THE KINGS FUND, 2009

*“NURSES ARE IN POLE POSITION TO MAKE QUALITY A PRIORITY” NURSING TIMES MAY 2010

10.00 Chair's welcome

10.10 **KEYNOTE ADDRESS FROM THE CHIEF NURSING OFFICER**
Leading the drive for quality and productivity: the role of the Nurse Director

Viv Bennett

Deputy Chief Nursing Officer
Department of Health

- ▶ the contribution of the Nurse Director
- ▶ assuring high quality, compassionate nursing care
- ▶ engaging frontline staff in the drive to deliver efficiency savings
- ▶ the future of nursing and midwifery: the national policy update

10.40 **Informing, supporting and inspiring current and aspiring Nurse Directors**

Denise Kelly

Nursing Adviser in Management and Leadership
Royal College of Nursing

- ▶ information and support for current and aspiring Nurse Directors
- ▶ the importance of working together to lead change, quality improvement and innovation in service delivery
- ▶ dealing with the pressures of the current difficult economic climate

11.10 Questions and answers, followed by coffee and exhibition at 11.20

FOCUS: STRATEGIC LEVEL RESPONSIBILITIES OF THE NURSE DIRECTOR

11.45 **The Nurse Director's contribution to putting quality first in the boardroom**

Sarah Watson-Fisher

Chief Nurse
Plymouth Hospitals NHS Trust

- ▶ the important capabilities for Nurse Directors to effectively put quality first in the boardroom
- ▶ areas in which the Nurse Director can play a key role as a board member
- ▶ moving from the traditional role of 'doing' to one of enabling others: developing your consultancy, coaching and facilitation skills

12.10 **Leading through a difficult economic climate**

Professor Janice Sigsworth

Director of Nursing
Imperial College Healthcare NHS Trust

- ▶ providing support and information: communicating with and ensuring you are visible and accessible to frontline staff
- ▶ encouraging clinicians and managers to take an open minded approach to new ways of working to make savings
- ▶ maintaining a patient-centred approach: making savings without compromising quality

12.35 **Supporting the nursing workforce to improve quality and productivity**

Triss Clark

Energise for Excellence in Care National Programme Manager
NHS South Central

- ▶ improving safety, effectiveness and patient experience by encouraging and inspiring the nursing workforce
- ▶ nursing workforce planning: comparing staffing numbers and skill mix against best practice
- ▶ developing and implementing nursing indicators to demonstrate and monitor nursing care

13.00 Questions and answers, followed by lunch and exhibition at 13.10

FOCUS: DEVELOPING AND STRENGTHENING YOUR LEADERSHIP AND MANAGEMENT SKILLS

14.00 **Strengthening your leadership skills**

Speaker to be announced

- ▶ recognising the difference between leadership and management:
- ▶ influencing, supporting, motivating and empowering others to achieve successful outcomes
- ▶ succession planning: developing the Nurse Directors of the future
- ▶ the links between leadership and service improvement

14.25 **Developing your management skills**

Professor Eileen Sills CBE

Chief Nurse/Chief Operating Officer
Guy's and St Thomas' NHS Foundation Trust

- ▶ developing your business, political and financial acumen
- ▶ learning how to demonstrate emotional intelligence
- ▶ managing your work/life balance and the demands of the role

14.50 **Developing commissioning skills as a nurse leader**

Maggie Boyd

Director of Clinical Quality & Nursing
NHS Derbyshire County

- ▶ making an impact in a commissioning organisation
- ▶ challenges of monitoring standards of care and improvement through an assurance model
- ▶ developing skills for clinical commissioning

15.15 Questions and answers, followed by tea and exhibition at 15.25

FOCUS: CAREER DEVELOPMENT FOR CURRENT AND ASPIRING NURSE DIRECTORS

15.45 **Preparing and applying for a Nurse Director position: practical tips and advice**

Elaine Strachan Hall

Chief Nurse Oxford Radcliffe
Hospitals NHS Foundation Trust

- ▶ deciding to become a Nurse Director: considerations
- ▶ applying for a Nurse Director position: where to start
- ▶ perfecting your CV and preparing for an interview

16.15 **From Nurse Director to Chief Executive: my experience**

Neil Carr OBE FRCH

Chief Executive
South Staffordshire and Shropshire Healthcare NHS Foundation Trust

- ▶ how my career pathway took me from Nurse Director to Chief Executive
- ▶ challenges along the way
- ▶ advice for Nurse Directors considering their next career move

16.45 Questions and answers, followed by Close

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