

2023



DIGITAL TRANSFORMATION LEADS SHOWCASE CONFERENCE

Bet365 Stadium, Stoke-On-Trent

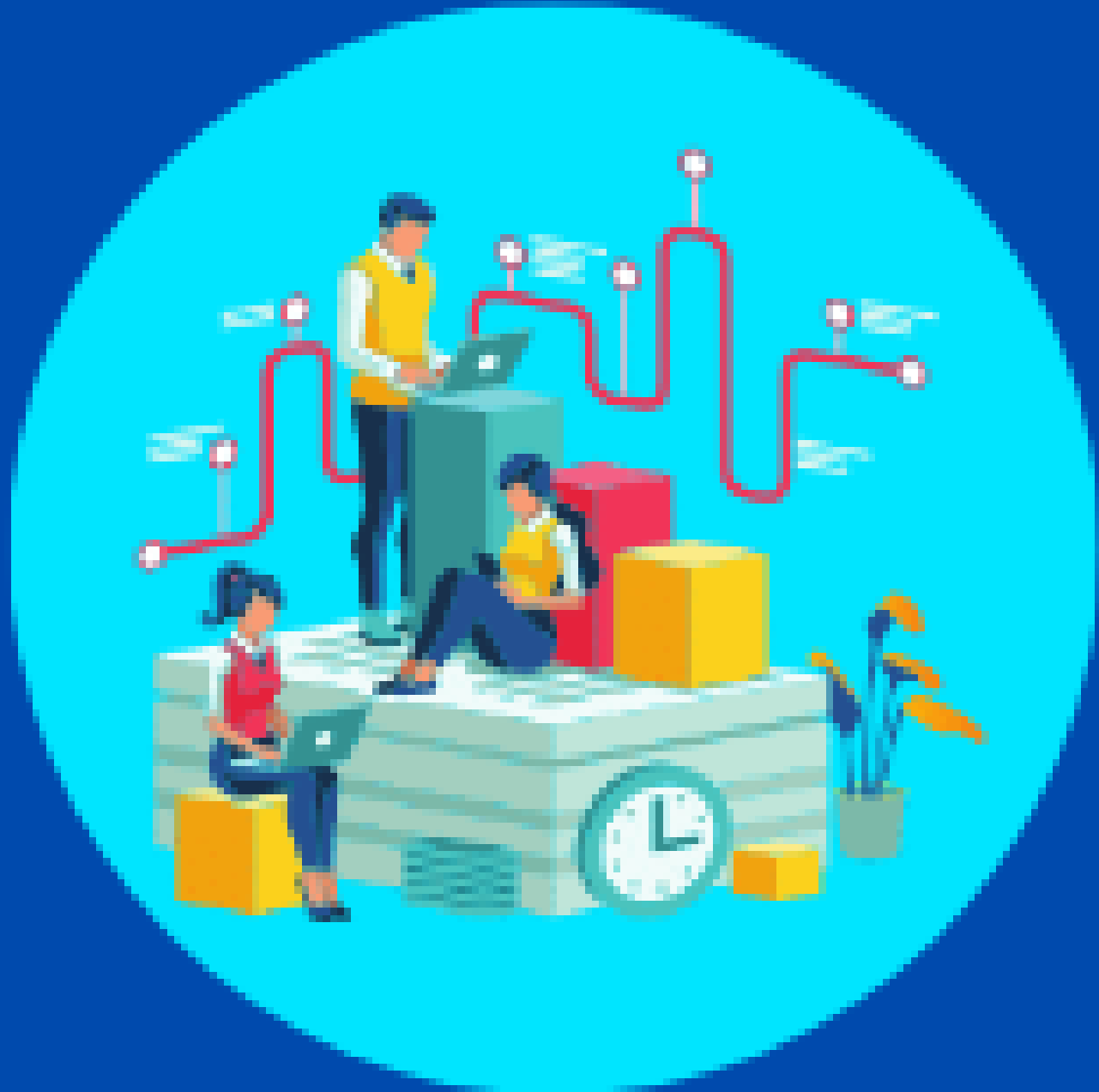
28th

NOV

2023

Item	Host	Time	Room	
Registration, Refreshments and Sponsor Market Hall		8.45am-9.30am	Waddington Suite	
Welcome	Dr Neil Paul, Clinical Director SMASH PCN and Co-Founder Howbeck Healthcare	9.30am-9.45am	Waddington Suite	
Plenary Session 1: The Vision of Digital Transformation in Primary Care	John Llewellyn, Chief Digital & Information Officer NHS Cheshire and Merseyside ICB	9.45am-10.20am	Waddington Suite	
Break-Out Rooms/Sponsor Market Hall		10.30am-11.15am	Executive Boxes 10-14	
COFFEE BREAK 11.15am-11.35am, Waddington Suite				
Break-Out Rooms/Sponsor Market Hall		11.45am-12.30pm	Executive Boxes 10-14	
Plenary Session 2: Q&A on The Future Of Digital	Dr Neil Paul, Clinical Director / Howbeck Healthcare John Llewellyn, Chief Digital & Information Officer Dr Amar Ahmed, GP Partner, Wilmslow Health Centre Mike Pyrah, Co-Founder Howbeck Healthcare	12.00pm-12.30pm	Waddington Suite	
LUNCH 12.30pm-1.30pm, Waddington Suite				
Plenary Session 3: Leadership, Personal Resilience and Change Management	Mike Pyrah, Co-Founder Howbeck Healthcare	1.30pm-2.15pm	Waddington Suite	
Break-Out Rooms/Sponsor Market Hall		1.30pm-2.15pm	Executive Boxes 10-14	
Break-Out Rooms/Sponsor Market Hall		2.30pm-3.15pm	Executive Boxes 10-14	
COFFEE BREAK 3.15pm-3.40pm, Waddington Suite				
Plenary Session 4: How Using Evidence Based Positive Psychology Can Be A Key Enabler Of Transformational Change	Mike Giffin, Director of Business Psychology, Impact Consulting Psychologists Ltd	3.40pm-4.30pm	Waddington Suite	
	CLOSE	Dr Neil Paul, Clinical Director	4.30pm	Waddington Suite

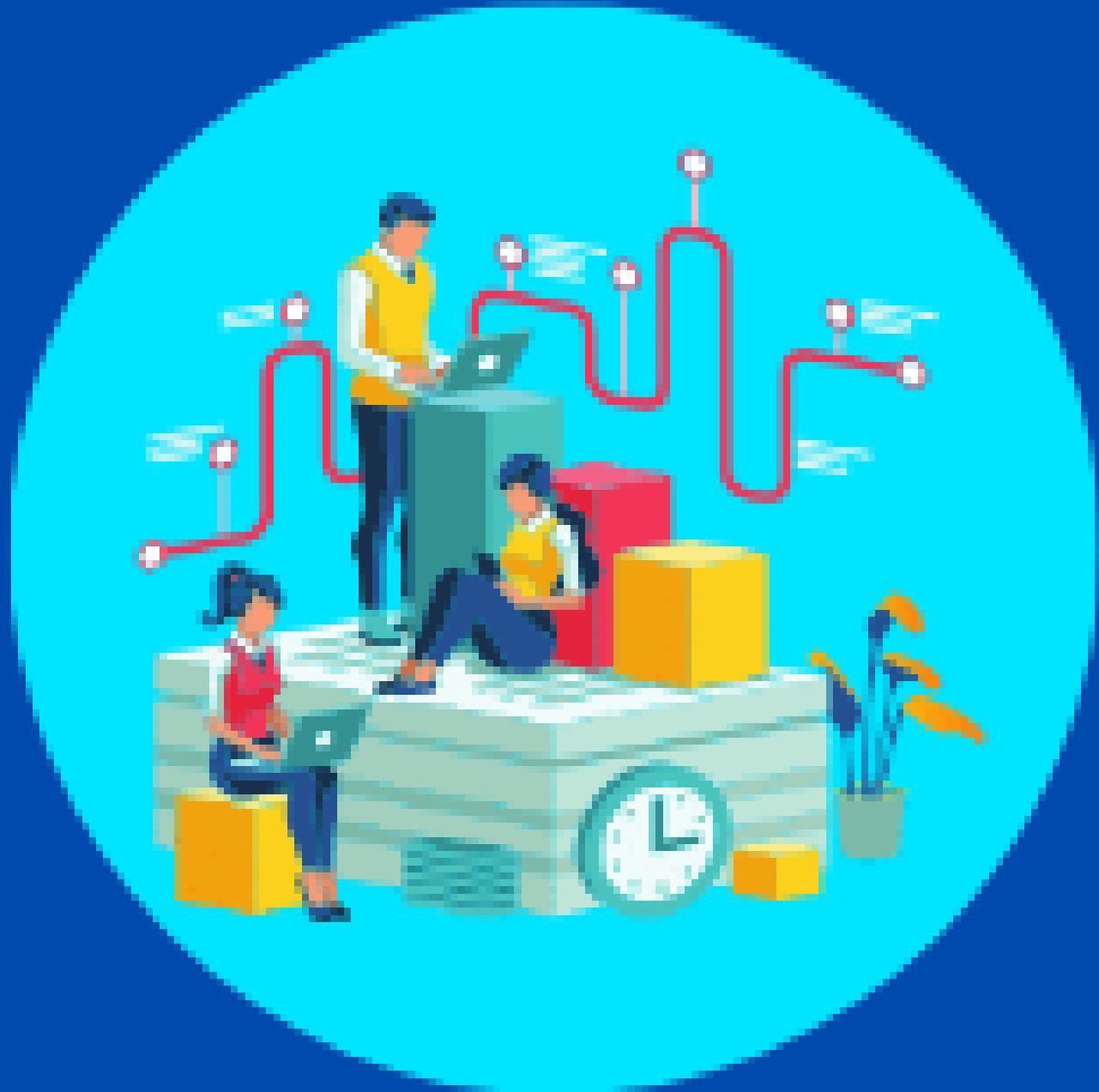
Title	Host	Time	Room
Real life digital upskilling of clinicians, ARRS staff, patients and the public in a deprived area of Stoke-on-Trent	Raparu Consult CIC with Meir PCN	10.30am-11.15am and 1.30pm-2.15pm	Executive Box 10
Interpreting Primary Care Data to Uncover Insights and Resolve Issues with the Use of Ardens Manager	Ardens Healthcare Informatics	10.30am-11.15am and 1.30pm-2.15pm	Executive Box 11
Unlocking the impossible with Smart Triage	Rapid Health with Nuneaton & Bedworth PCN	10.30am-11.15am and 1.30pm-2.15pm	Executive Box 12
How we supported local practices moving towards cloud-based telephony	South Cheshire and Vale Royal GP Alliance supported by X-On and Check	10.30am-11.15am and 1.30pm-2.15pm	Executive Box 14
Consolidating your digital access platforms to gain PCN/Practice efficiencies and drive pro-active care for your patients	Blinx Healthcare with Central Liverpool PCN	11.45am-12.30pm and 2.30pm-3.15pm	Executive Box 10
From Data to Action: Addressing Health Inequalities in Lambeth with EZ Analytics	Operose Health	11.45am-12.30pm and 2.30pm-3.15pm	Executive Box 11
Rewriting the Future Story of Primary Care: A Data-Informed Perspective	Edenbridge Apex with NHS North-East London	11.45am-12.30pm and 2.30pm-3.15pm	Executive Box 12
Delivering an effective Social Prescribing Service to ease pressure on GPs	Joy with East Staffordshire PCN	11.45am-12.30pm and 2.30pm-3.15pm	Executive Box 14



WELCOME

Dr Neil Paul

GP and Clinical
Director SMASH,
Co-Founder
Howbeck Healthcare



**JOHN
LLEWELLYN**
CHIEF DIGITAL &
INFORMATION
OFFICER
NHS CHESHIRE AND
MERSEYSIDE ICB

The Vision of Digital Transformation in Primary Care

John Llewellyn

Chief Digital and Information Officer

NHS Cheshire & Merseyside ICB



Cheshire & Merseyside ICB



- 2.7M Population
- 17 NHS Trusts
- 349 GP Practices
- 55 PCN's
- 9 Local Authorities
- 590 Pharmacies



Primary Care Digital Transformation

Digital transformation is the process by which we embed technologies across Primary Care to drive fundamental change with a view to increased efficiency, greater agility and, ultimately, the unlocking of new value for staff and patients.

Starting a digital transformation journey requires a new mindset. It is a chance to reimagine how we do things, often from the ground up.

Digital transformation requires a shift away from traditional thinking towards a more collaborative, experimental approach.

Digitisation is the process of translating analog information and data into digital for, for example, the introduction of cloud based telephony, the scanning & storage of historic Lloyd George notes.

Digitalisation is the use of digital technologies to change business processes, such as skilling employees to use new digital tools that are designed to digitise processes such as online consultations and SMS messaging.

A thick, solid blue diagonal bar that starts from the right edge of the page and extends towards the bottom left, partially overlapping the 'Digitalisation' text block.

What Good Looks Like – 7 measures for successful digital transformation

Well led: Boards are equipped to lead digital transformation and collaboration. They own and drive the digital transformation journey

Smart foundations: Digital, data and infrastructure operating environments are reliable, modern, secure, sustainable and resilient.

Safe practice: Organisations maintain standards for safe care and routinely review digital and data systems to ensure they are safe, robust, secure, sustainable and resilient.

Supported people: The workforce are digitally literate and are able to work optimally with data and technology.

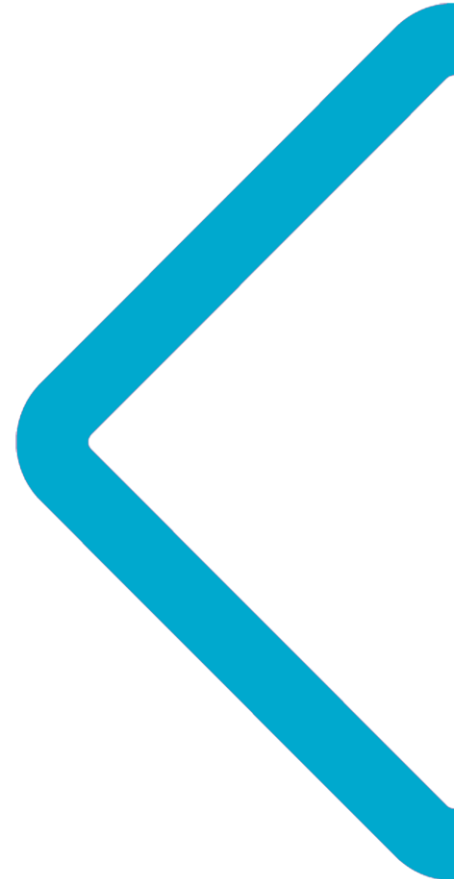
Empower citizens: Citizens are at the centre of service design and can access and contribute to their healthcare information, taking an active role in their health and wellbeing.

Improve care: Health and care practitioners use digital and data to improve health and wellbeing, transform care pathways and deliver innovative and sustainable care models.

Healthy populations: Organisations encourage development and adoption of new ICS-led, population-based, digitally-driven models of care.



Transformation



Digital and Data Strategy



Vision:

We will have a digitally empowered population
We will have a digital and data confident and competent workforce
We will have a secure and reliable intelligence provision



Goals:

Strong digital and data foundations

'At scale' digital and data platforms

System wide digital and data tools and services



Mechanisms for change:

Transformation Programmes

Robust governance, leadership and management

Partnerships

Future proofing and Innovation



Strategic principles:

Outcome focused

Care profession led

Inspired by a rich diversity of people



Critical Success Factors:

Increasing digital inclusion

Developing and retaining a highly skilled workforce

Ensuring sustainable financial investment

Working towards net zero targets



Mission: We will be the most digitally advanced and data driven ICS in England by 2025

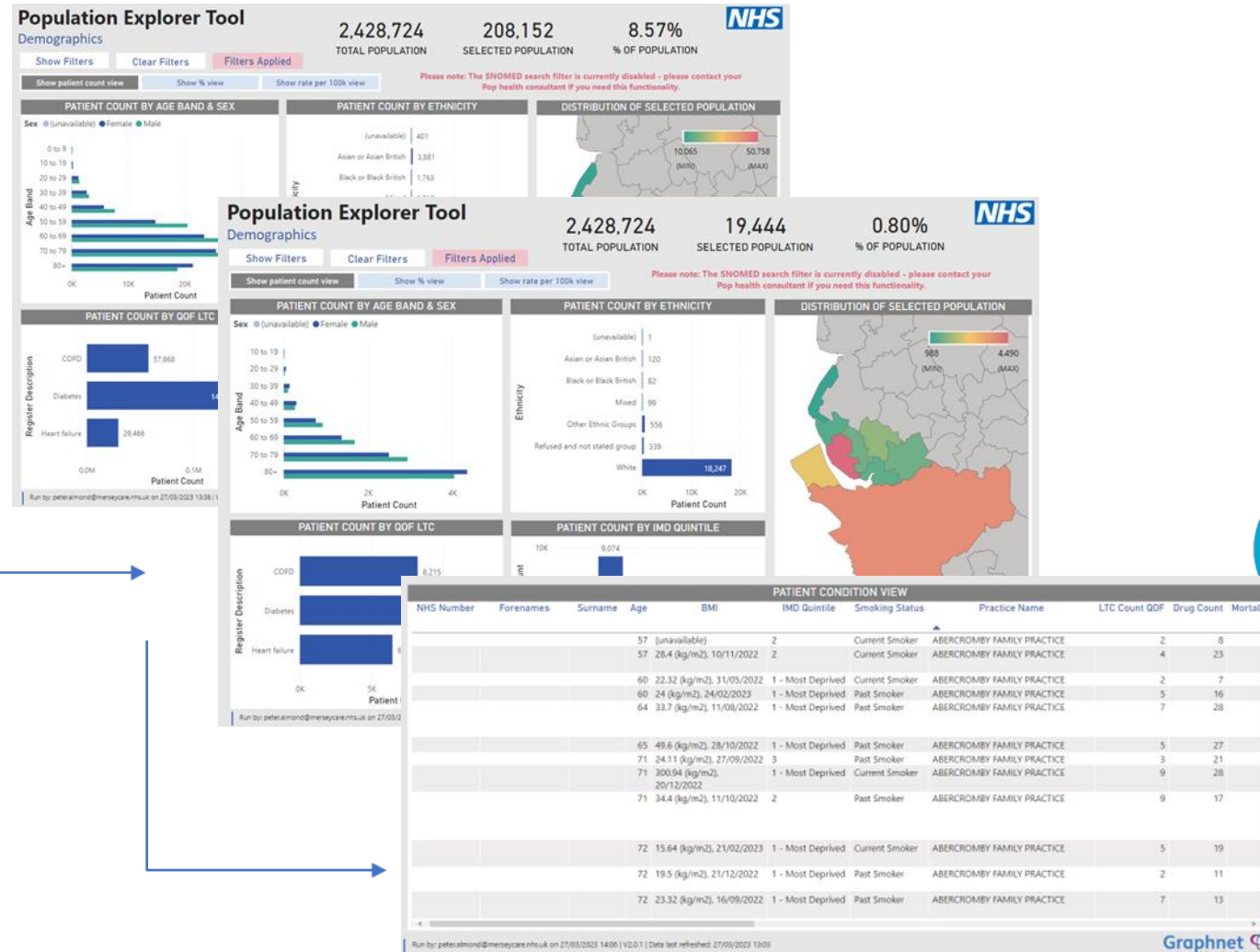


Data into Action

CIPA Data

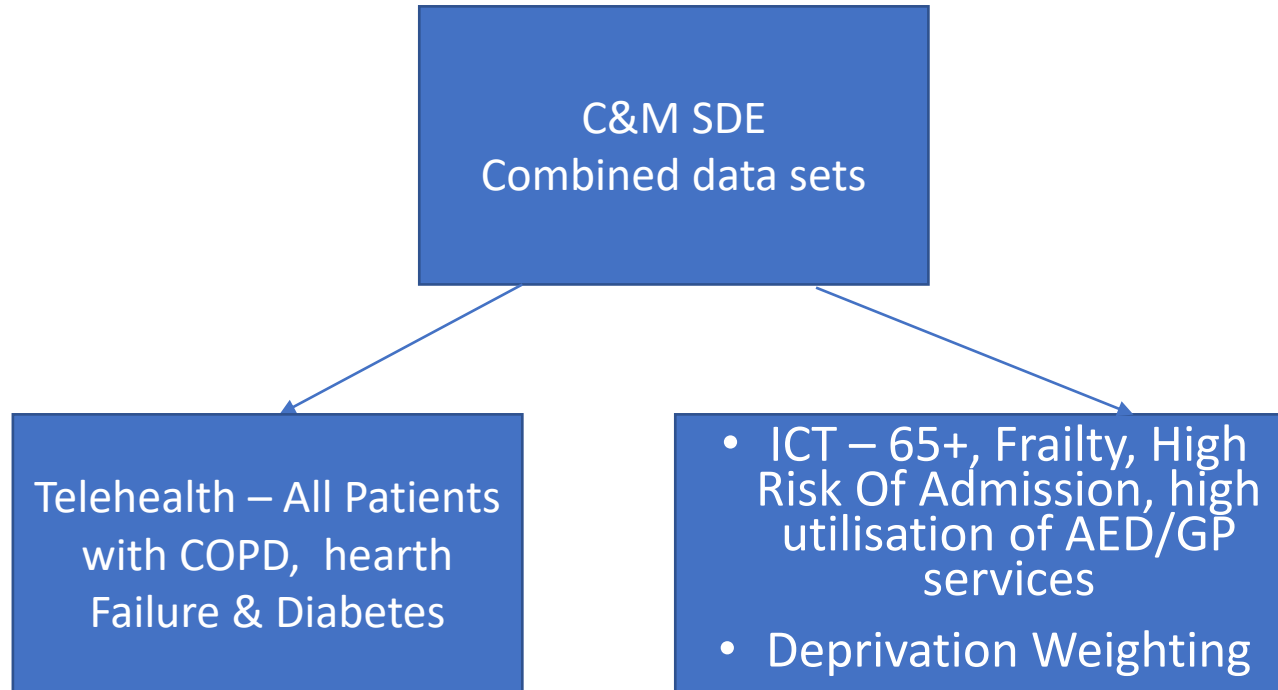
Population Health Data
obtained via CIPA
Dashboard.

Clinical Advisory Group
have developed filters to
apply to segment and
cohort patients based on
risk for targeting



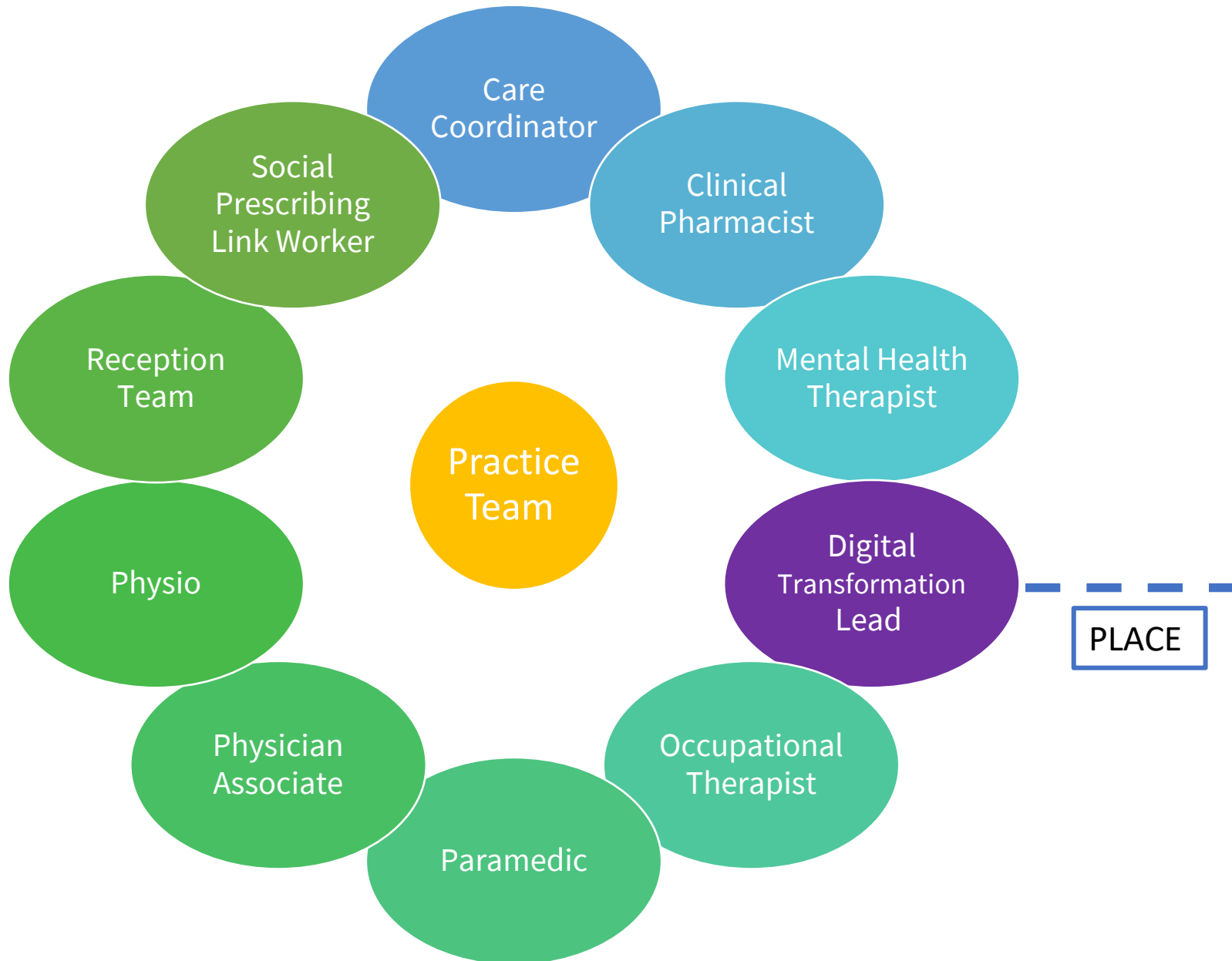
Data into Action

Complex Patients with LTC



GP Practices review target list before
onboarding commences





Digital Pathway Tools



Provide all practices with high quality, integrated digital pathway tools to support modern general practice access



Transition practices on analogue telephony to cloud based telephony (CBT)



Enable patients to see their health records and practice messages, book appointments and order repeat prescriptions using the NHS App



Improve interoperability between pharmacy and general practice through digital solutions

Digital Tools

Online
Consultations

Triage

Messaging

Booking

Signposting

Websites

NHS App

Cloud Based
Telephony

Capacity
Management

Decision
Support Tools

Apps

Remote
monitoring

Video
Consultations

RPA

...

Modern general practice overview

Modern general practice is a way of organising work that should be adapted locally. It focuses on helping general practice teams to get patients to the right care from the right person at the right time; improving equity, quality and continuity; and reducing pressure on the workforce. Digital tools, such as online consultation, messaging and booking tools are key enablers of modern general practice.

Objectives

Better alignment of capacity with demand, improve working environment, improve patient experience

See all expressed demand

Understand all expressed need

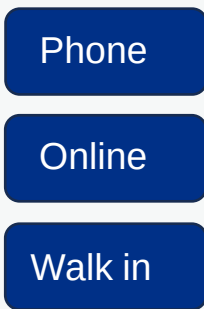
Reduce avoidable appointments and support safer more equitable allocation of capacity

Make full use of a multi-professional team

Building in-house capability to sustain improvement

Modern general practice model

Access



Online self-serve

Care navigation / Demand and capacity alignment

Collect information

Enhanced information captured into online system. Request additional information or photos where needed to help remote closure

Filter

to remove admin tasks

Admin

Signpost / Refer

to other services and information

Community pharmacy

Other primary and community services

Refer to VCSE services

Review, prioritise, allocate

including review for continuity of care

Remote close via message (eg. SMS)

Book

Schedule consultation (phone or face to face) via SMS or phone

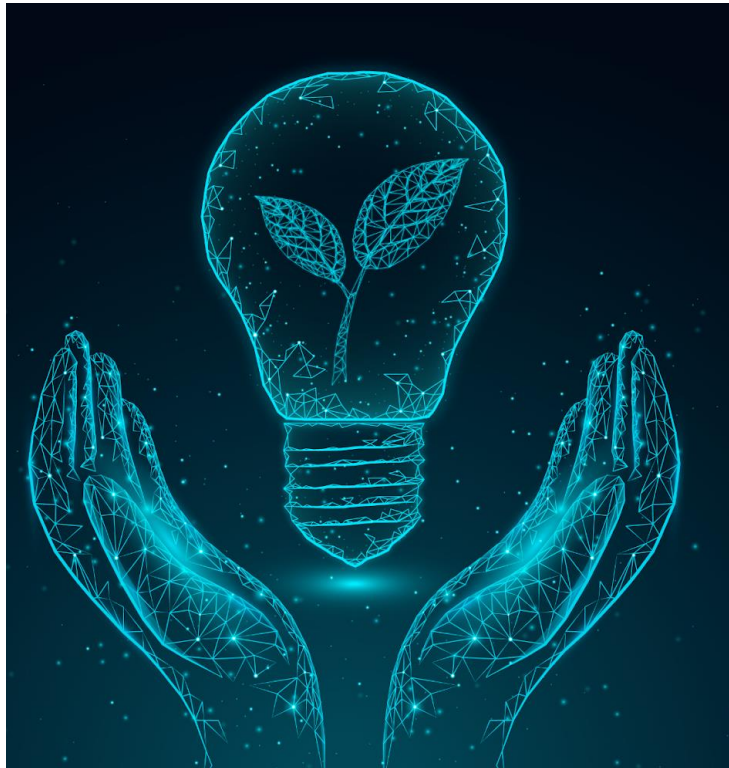
Consult with multi-professional team

Improvement

Improvement Capabilities

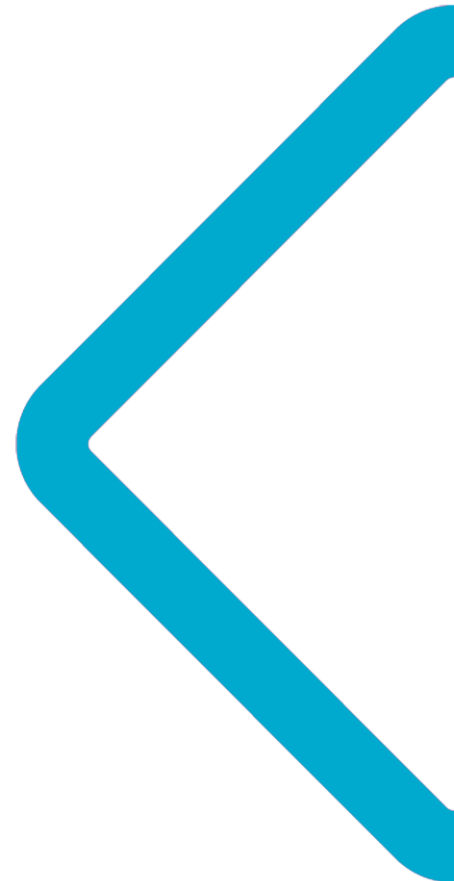
Capabilities and shared learning to continue change

Innovation



Summary

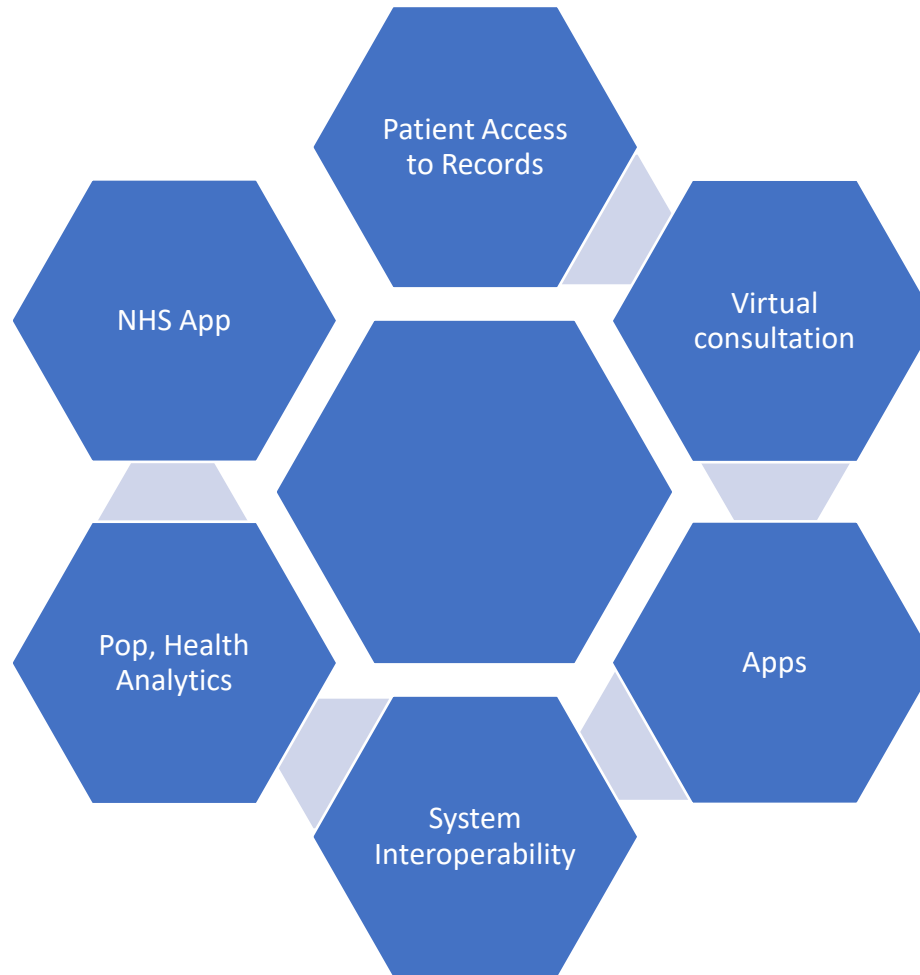
- Building a Coalition
- Digital Literacy
- Optimisation of Digital Tools
- Support & Foster Innovation



What Good Looks Like for Primary Care Our Vision ?



Cheshire and Merseyside



Digital Transformation

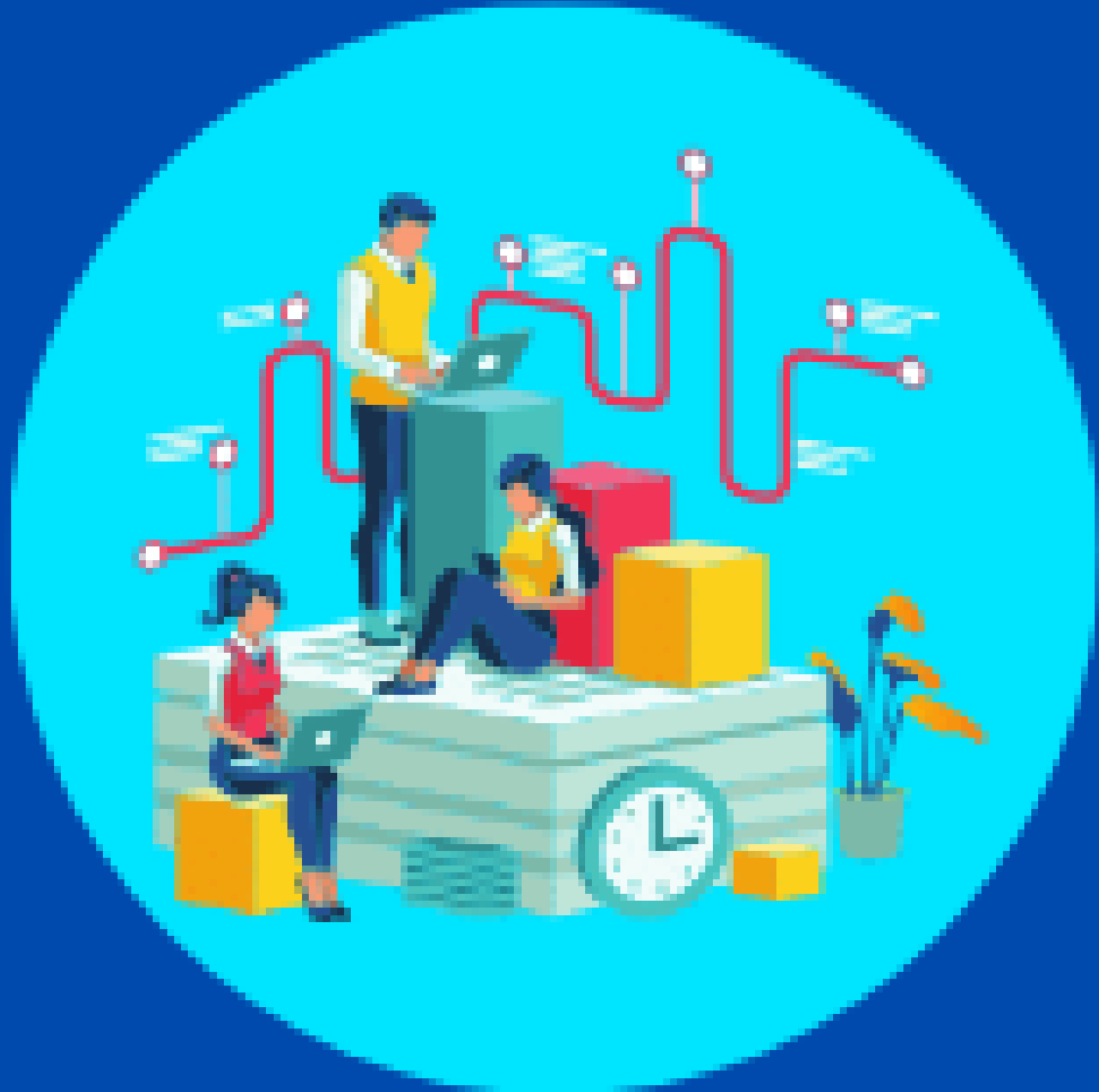
• Why ?

- Huge health inequalities
- Funding challenges
- Supply of GPs, mental health practitioners
- Improve quality

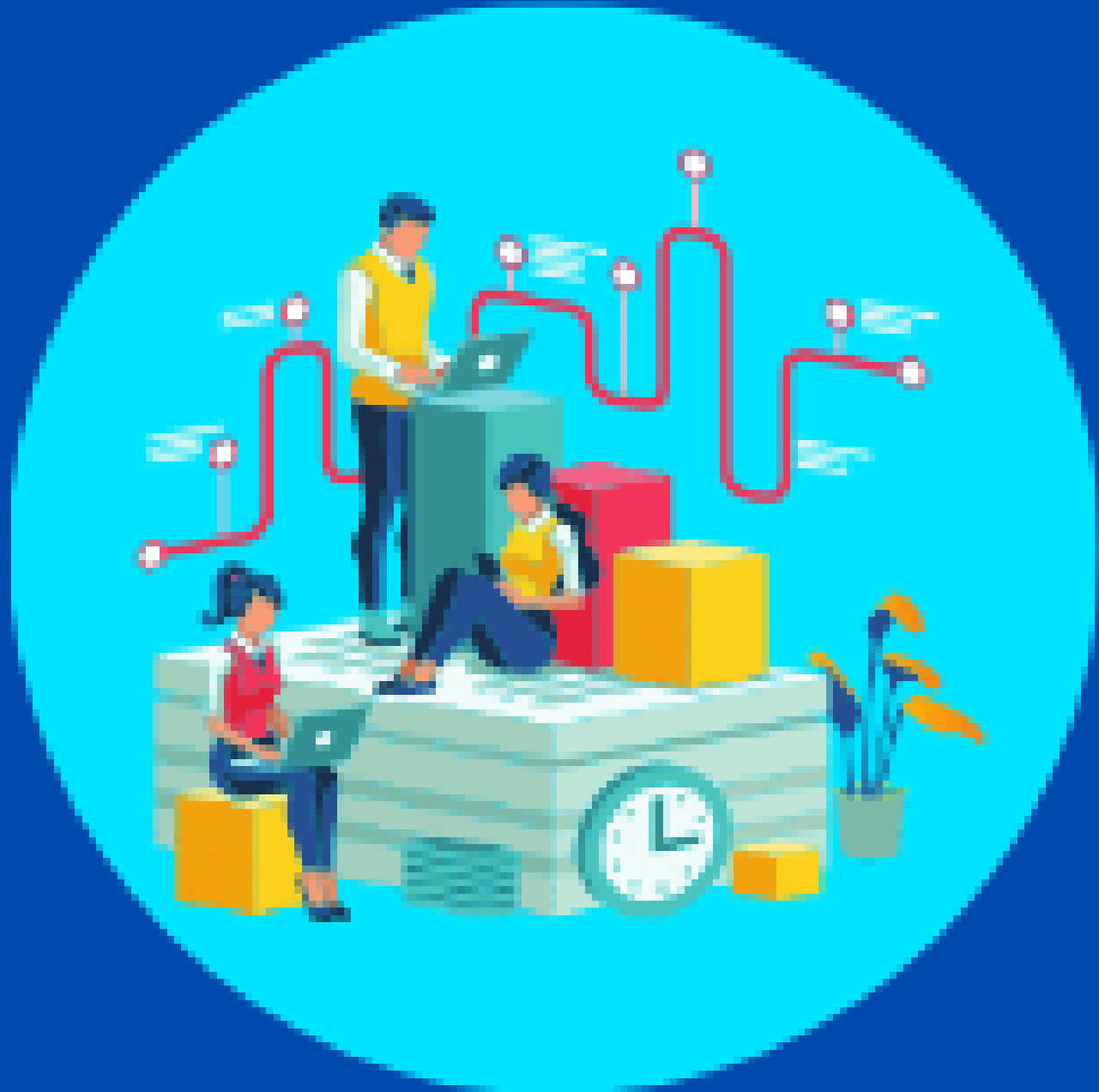
• How ?

- More of what we are doing now.
- Networking and collaboration
- Share Best Practice (events like today)
- Easy access to training (eg analytics academy)
- Connect Innovators
- Digital Literacy
- Digital Inclusion
- Optimisation
- Use data to target interventions

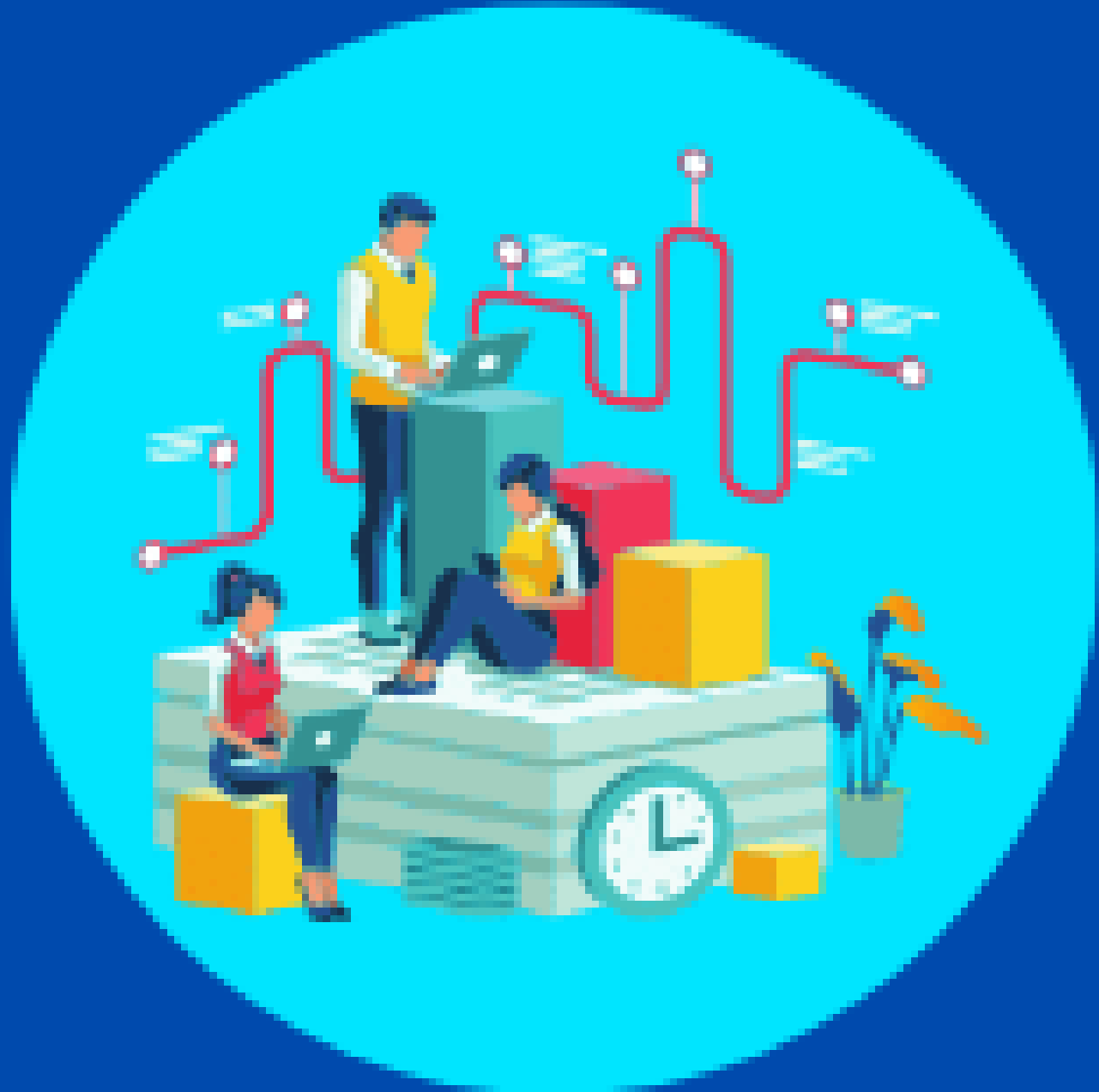




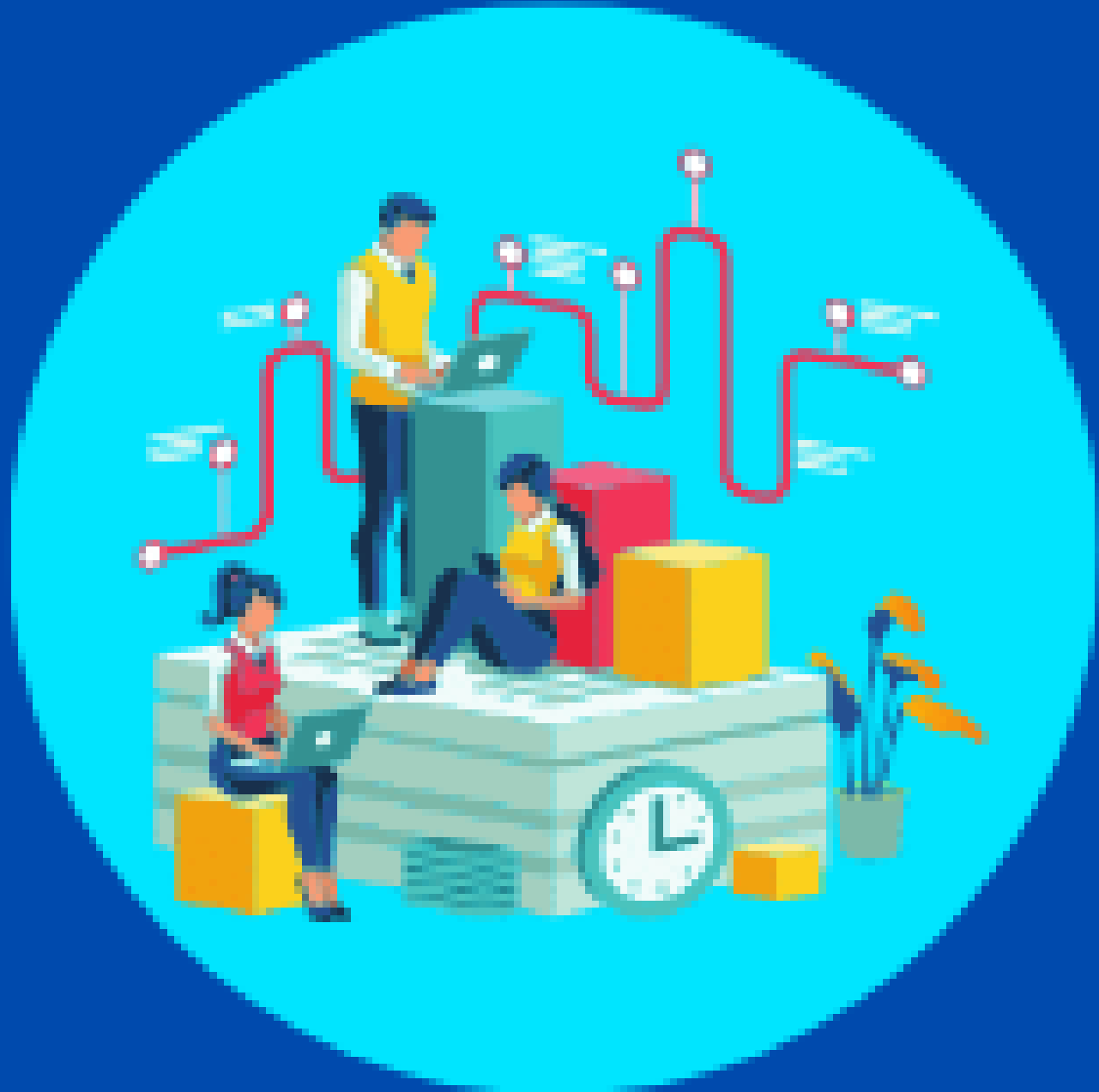
COFFEE BREAK



Q&A on The Future Of Digital



LUNCH BREAK



Leadership, Personal Resilience and Change Management

Mike Pyrah,
Co-Founder
Howbeck Healthcare

Leadership and Management – Mike Pyrah



ABOUT ME – WHAT DO I KNOW?



**WHAT I HOPE TO EXPLORE WITH YOU AND
WHY YOU DON'T NEED TO TAKE NOTES!**

Management and Leadership

- Transformational Leadership
- Nature
- Appoint for Attitude / Aptitude
- Behaviours
- Presence / Strength / Vision
- Transactional Management
- Nurture
- Train for Skills
- Skills
- Knowledge

My Philosophy

1

Ensure clear common goals:

- SMART? Define what success is.
- Make sure they are compelling (reasons why)

2

Create the right culture / Appoint the right people

- Aptitude / Attitude
- Ability to learn / Learning organisation
- Motivation (reasons why)

3

Ensure 2-way Learning and Development (not courses!).

4

Trust the team – let them get on with it!

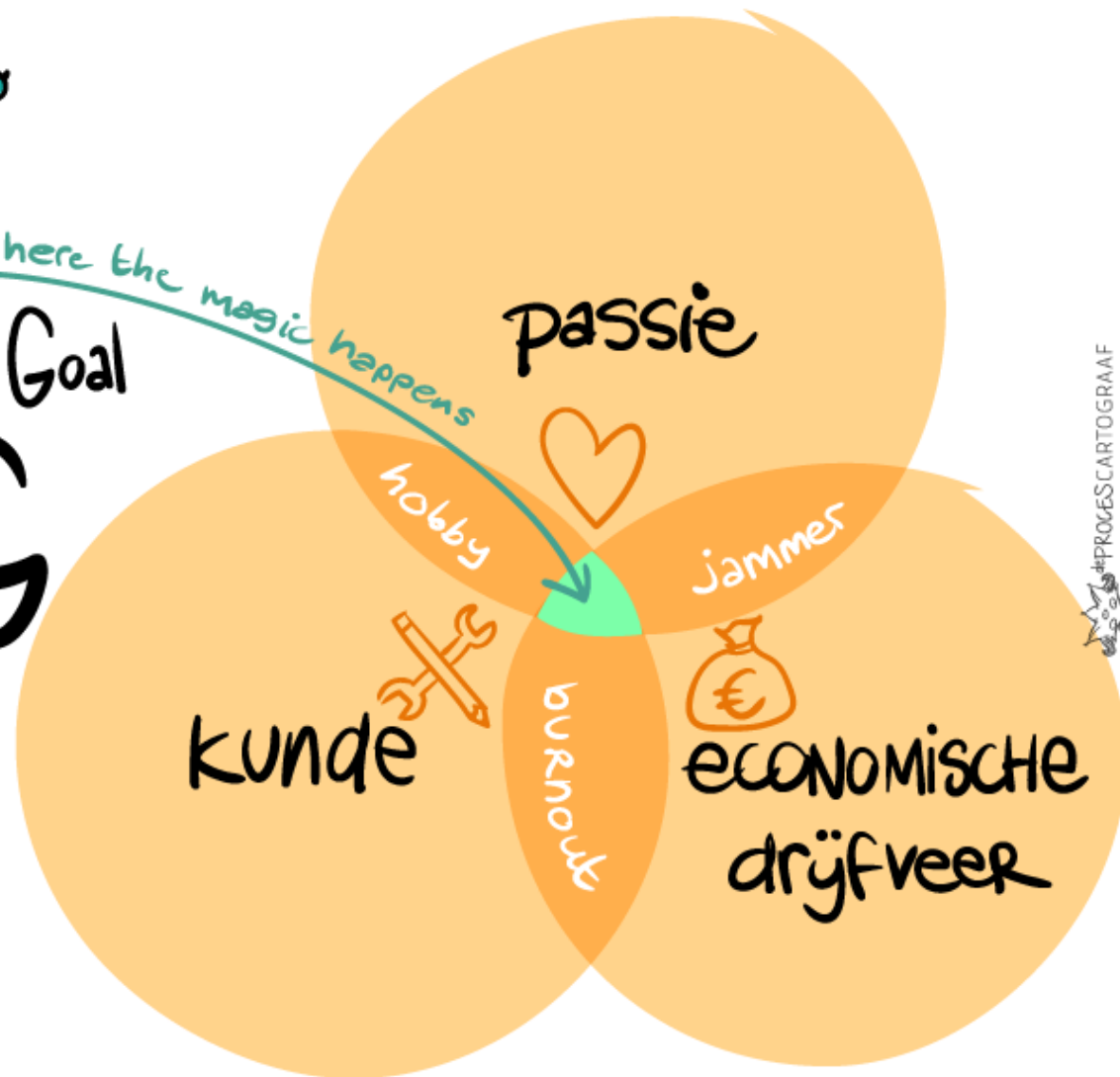
What's your
BHAG?





Big Hairy Audacious Goal
BHAG

where the magic happens



#PROCESCARTOGRAAF

Our Aims

To provide excellent patient care.

To ensure that xxxx is sustainable into the future.

To maintain our Good CQC rating and to aspire to improve this.

To improve our scores across all elements of the GP Patient Survey and over time to be in the upper quartile in each section.

To have happy, motivated staff and partners.

To have a reputation as a good system partner.

To achieve the practice minimum internal standards.

To deliver the agreed xxxx financial targets.

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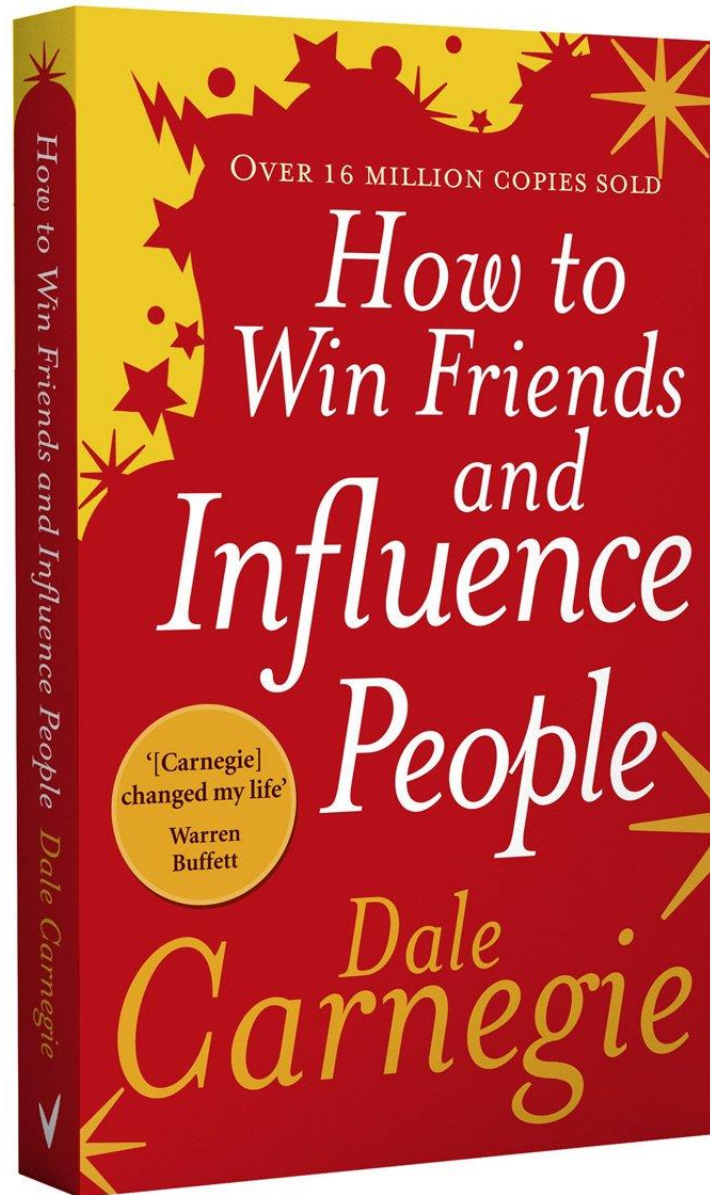
- Aptitude / Attitude
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How to Win Friends and Influence People

'[Carnegie]
changed my life'
Warren
Buffett

Dale
Carnegie

How to Win Friends and Influence People Dale Carnegie

HOW TO:

Win Friends & Influence People

Part 1

Principle 1

Don't criticize, condemn, or complain.

Principle 2

Give honest and sincere appreciation.

Principle 3

Arouse in the other person an eager want.

Part 2

Principle 1

Become genuinely interested in other people.

Principle 2

Smile.

Principle 3

Remember that a person's name is to that person the sweetest and most important sound in any language.

Principle 4

Be a good listener. Encourage others to talk about themselves.

Principle 5

Talk in terms of the other person's interests.

Principle 6

Make the other person feel important - and do it sincerely.

Part 3

Principle 1

The only way to get the best of an argument is to avoid it.

Principle 2

Show respect for the other person's opinions. Never say, "You're wrong."

Principle 3

If you are wrong, admit it quickly and emphatically.

Principle 4

Begin in a friendly way.

Principle 5

Get the other person saying "yes, yes" immediately.

Principle 6

Let the other person do a great deal of the talking.

Principle 7

Let the other person feel that the idea is his or hers.

Principle 8

Try honestly to see things from the other person's point of view.

Principle 9

Be sympathetic with the other person's ideas and desires.

Principle 10

Appeal to the nobler motives.

Principle 11

Dramatize your ideas.

Principle 12

Throw down a challenge.

Part 4

Principle 1

Begin with praise and honest appreciation.

Principle 2

Call attention to people's mistakes indirectly.

Principle 3

Talk about your own mistakes before criticizing the other person.

Principle 4

Ask questions instead of giving direct orders.

Principle 5

Let the other person save face.

Principle 6

Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."

Principle 7

Give the other person a fine reputation to live up to.

Principle 8

Use encouragement. Make the fault seem easy to correct.

Principle 9

Make the other person happy about doing the thing you suggest.



DONE

is better than

PERFECT



Done is better
than perfect...

(Except when it's not)

JessicaLawlor.com

My Philosophy

1

Ensure clear common goals:

- SMART? Define what success is.
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4

Trust the team – let them get on with it!



Skills - Learning and Development

- Project Management
- Data Analysis / Mental Maths
- Managing People (particularly 'difficult' people)
- Negotiating (win/win) – nature of partnerships
- IT skills
- Writing Reports
- Public Speaking / Presenting

The government has a target to "halve inflation" by the end of this year. If achieved, this will mean that next year goods and services in general will cost:

More than they do now

23%

A horizontal bar chart with four bars of different colors: green, blue, red, and grey. Each bar has its percentage value written on it. The green bar is the shortest, followed by the blue bar, then the red bar, and the grey bar is the shortest of all.

Response	Percentage
More than they do now	23%
The same as they do now	31%
Less than they do now	32%
Don't know	14%

The same as they do now

31%

Less than they do now

32%

Don't know

14%

Base: All respondents. Unweighted total: 2005

Source: Survation • [Get the data](#) • [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

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THE **7** HABITS OF
HIGHLY
EFFECTIVE
PEOPLE

Stephen R. Covey

UPDATED WITH FRESH INSIGHTS BY
SEAN COVEY

NEW YORK TIMES BESTSELLING AUTHOR

FOREWORD BY JIM COLLINS

AUTHOR OF GOOD TO GREAT AND COAUTHOR OF BUILT TO LAST

Manage Yourself	Habit 1 Be Proactive [©] The Habit of choice	• See alternatives, not roadblocks • Focus on what you can influence • I am free to choose and am responsible for my choices
	Habit 2 Begin with the End in Mind [©] The Habit of Vision	• Mental creation precedes physical creation • Define practical outcomes
	Habit 3 Put First Things First [©] The Habit of Integrity and Execution	• Focus on the important, not just the urgent • Effectiveness requires the integrity to act on your priorities • Plan weekly, act daily
Lead Others	Habit 4 Think Win/Win [©] The Habit of Mutual Benefit	• Effective long-term relationships require mutual respect and mutual benefit • Build trust with co-workers
	Habit 5 Seek First to Understand, then to be Understood [©] The Habit of Mutual Understanding	• To communicate effectively, we must first understand each other • Practice empathic listening • Give honest, accurate feedback
	Habit 6 Synergize [©] The Habit of Creative Cooperation	• The whole is greater than the sum of its parts • Synergize to arrive at new and better alternatives
Unleash Potential	Habit 7 Sharpen the Saw [©] The Habit of Renewal	• To maintain and increase effectiveness, we must renew ourselves in body, heart, mind and soul

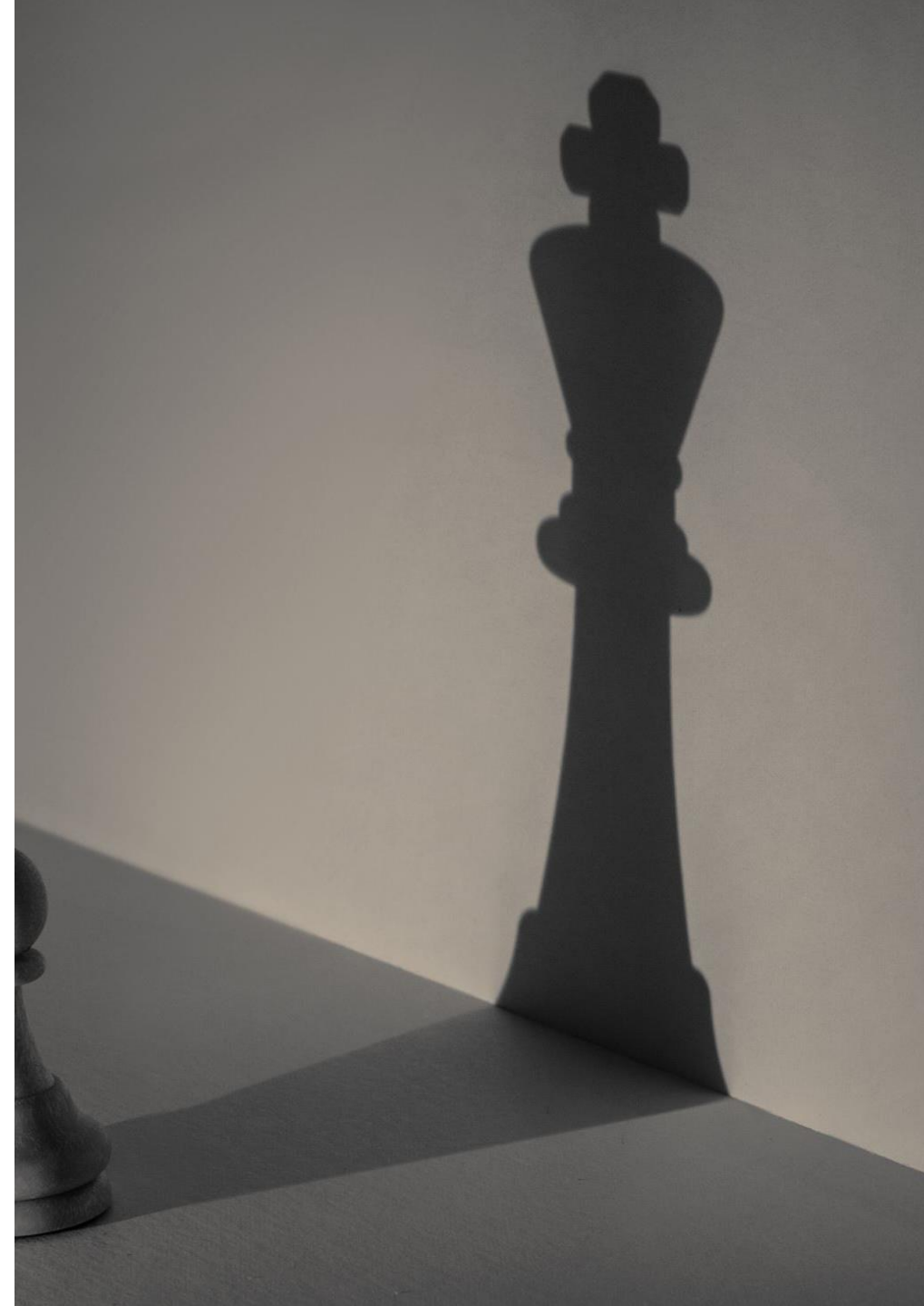


THE 7 HABITS

1. Be Proactive
2. Begin With the End in Mind
3. Put First Things First
4. Think Win-Win
5. Seek First to Understand
- Then to be Understood
6. Synergise
7. Sharpen the Saw

The key takeaways!

- Seek first to understand.
- Culture eats Strategy for Breakfast.
- You can't have a partnership without a relationship.
- Never stop learning, but learning doesn't mean courses and certificates!
- Done is better than perfect.
- Aptitude/ Attitude is king.
- Manage people like you would wish to be managed.
- And Seek first to understand.



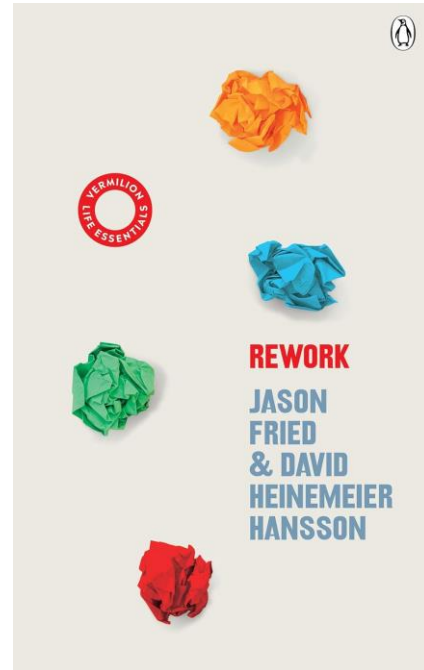
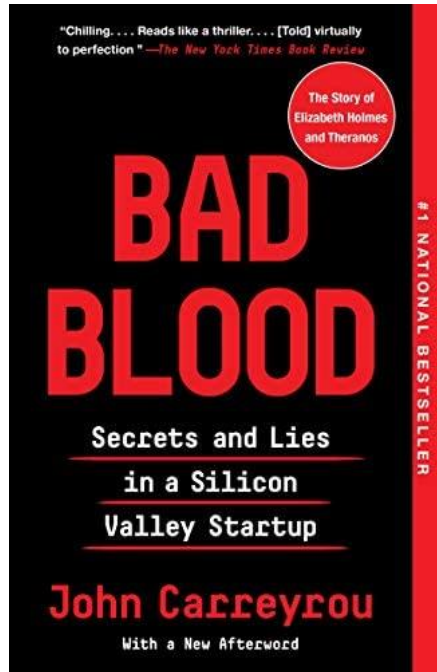


Culture eats strategy for breakfast

-Peter Drucker



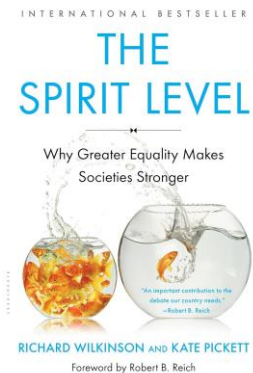
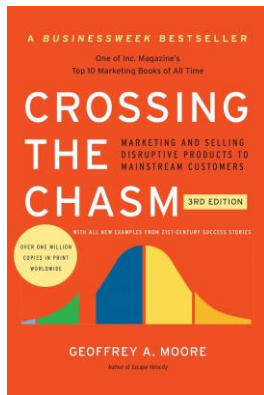
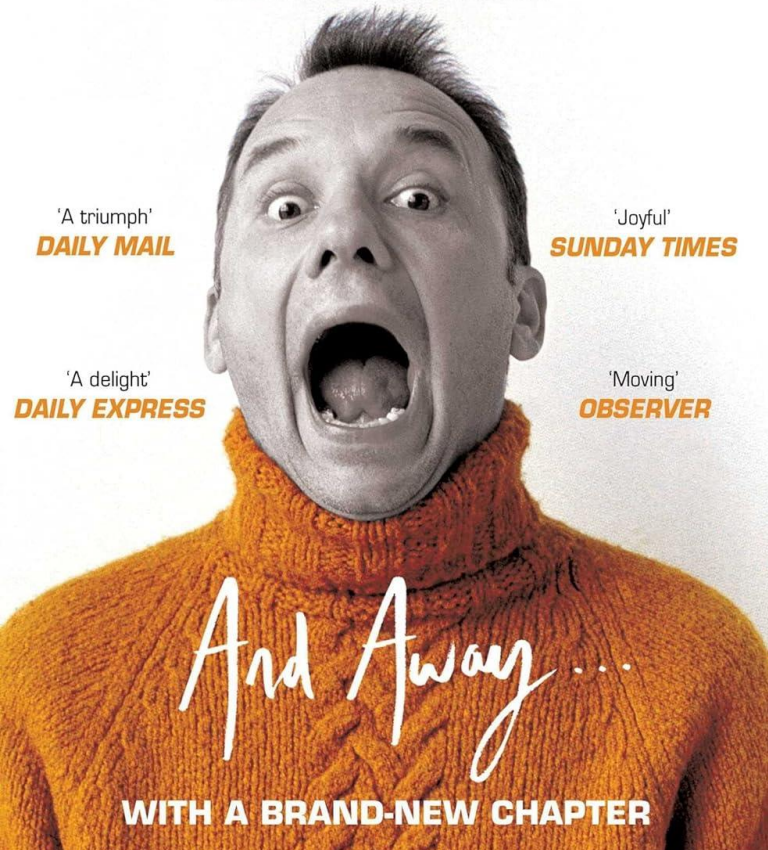
NewAgeLeadership.com



THE NUMBER ONE BESTSELLER

BOB MORTIMER

THE AUTOBIOGRAPHY

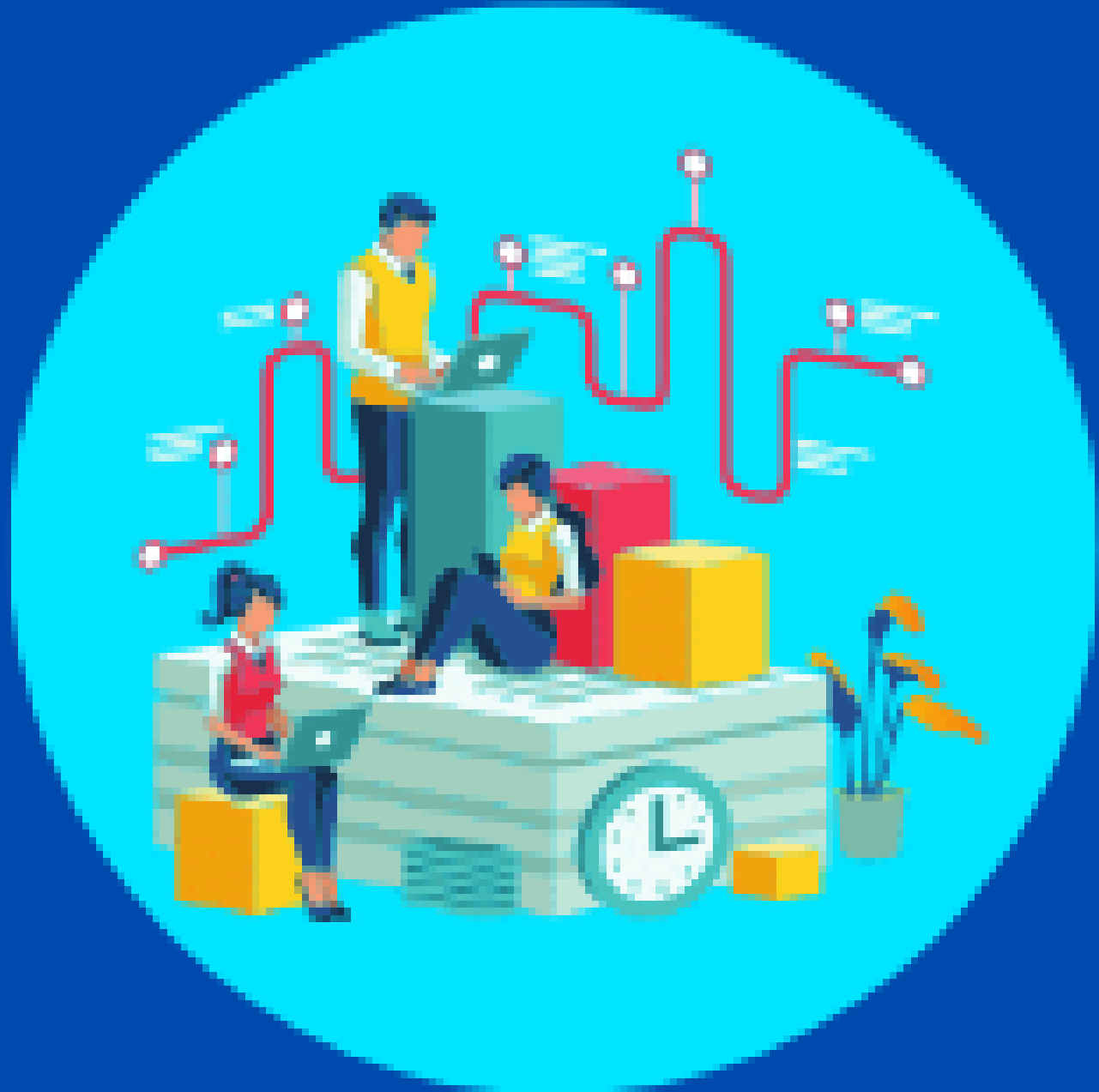


HowbeckHealthcare

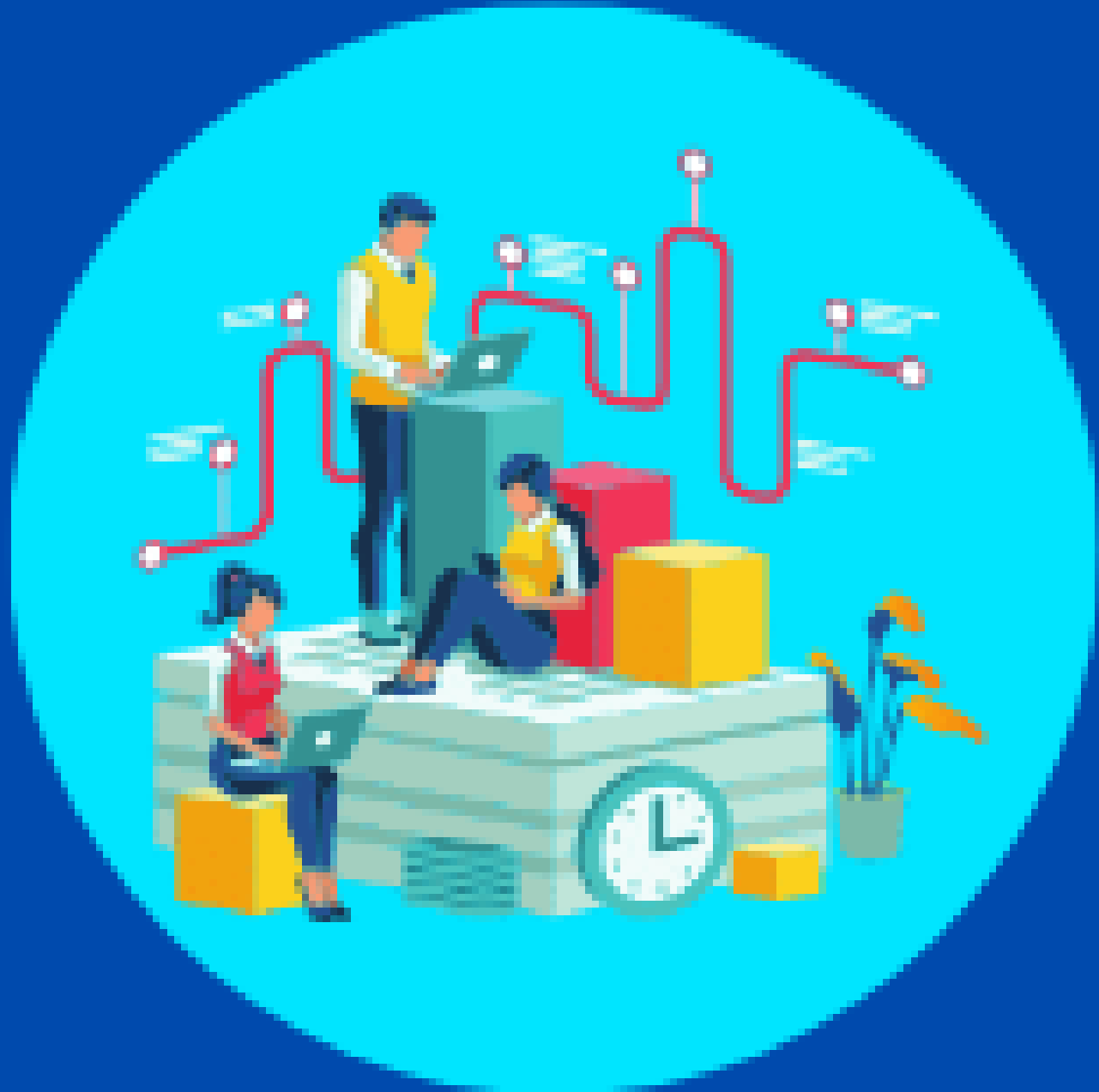
Primary Care Innovation



Thank you



COFFEE BREAK



How Using Evidence Based Positive Psychology Can Be A Key Enabler Of Transformational Change

Mike Giffin, Director of Business Psychology, Impact Consulting Psychologists Ltd

Impact.

Psychology for Business

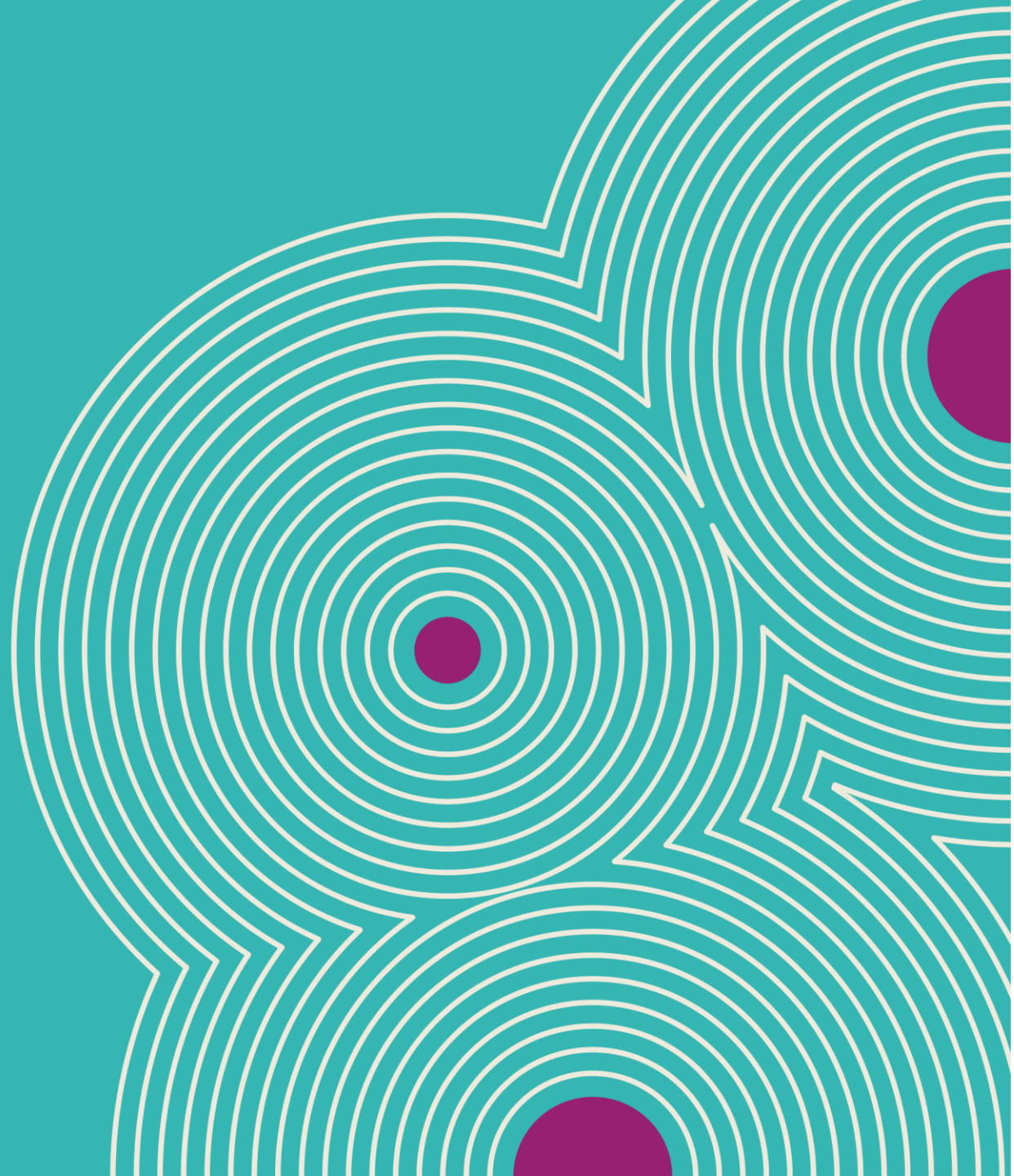
Performance

Leadership

Talent

Change

Wellbeing



Digital Transformation Conference

How using evidence based positive psychology can be an enabler of transformational change

Facilitated by: Mike Giffin & Ella Mulcahy

28th November 2023



Objectives

- Explore how positive psychology can help us be successful at work and play a key role in transformation programmes
- Familiarise you with Strengthscope and the insights it creates
- Explore what a strength-based approach looks in practice – benefits & process

Getting to Know Ourselves Better

What is the one thing that energises
you the most:

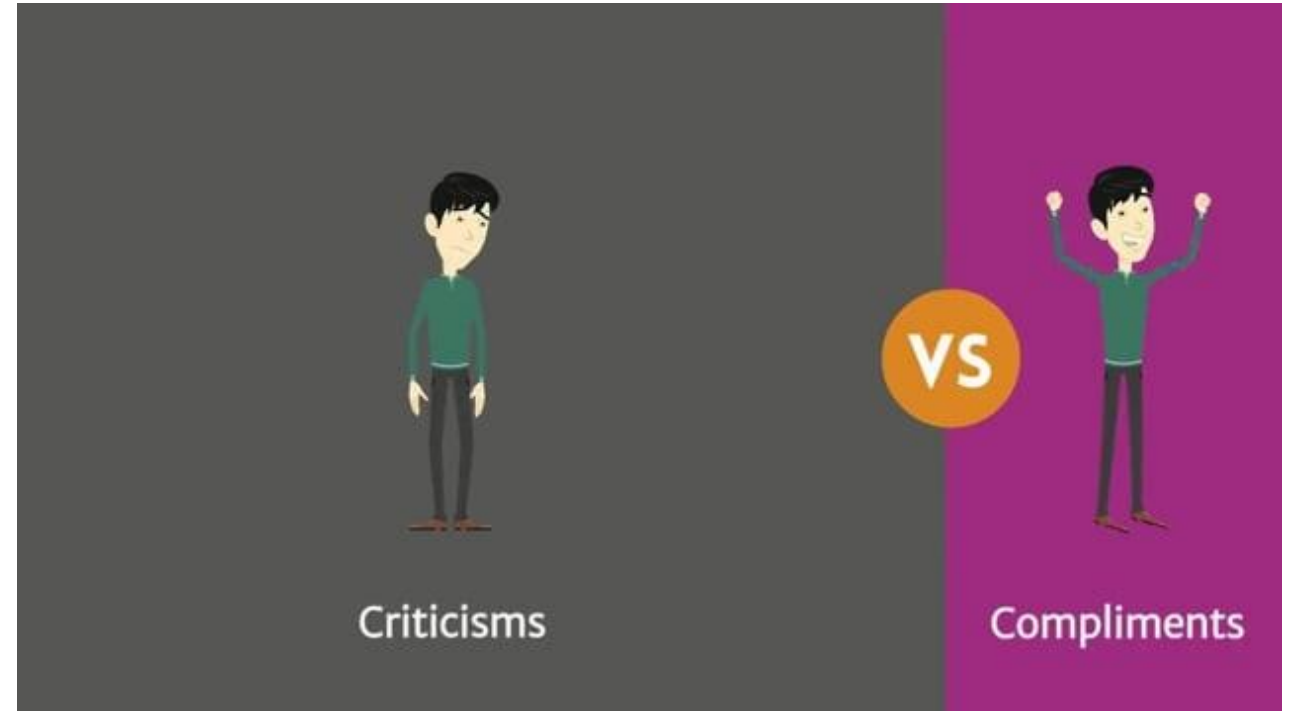
- At work
- Outside of work



What Is Positive Psychology and Why Does It Matter?

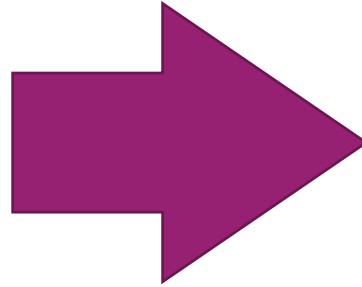
“Positive psychology is the scientific study of what makes life most worth living”
(Peterson, 2008).

Overcoming negativity bias



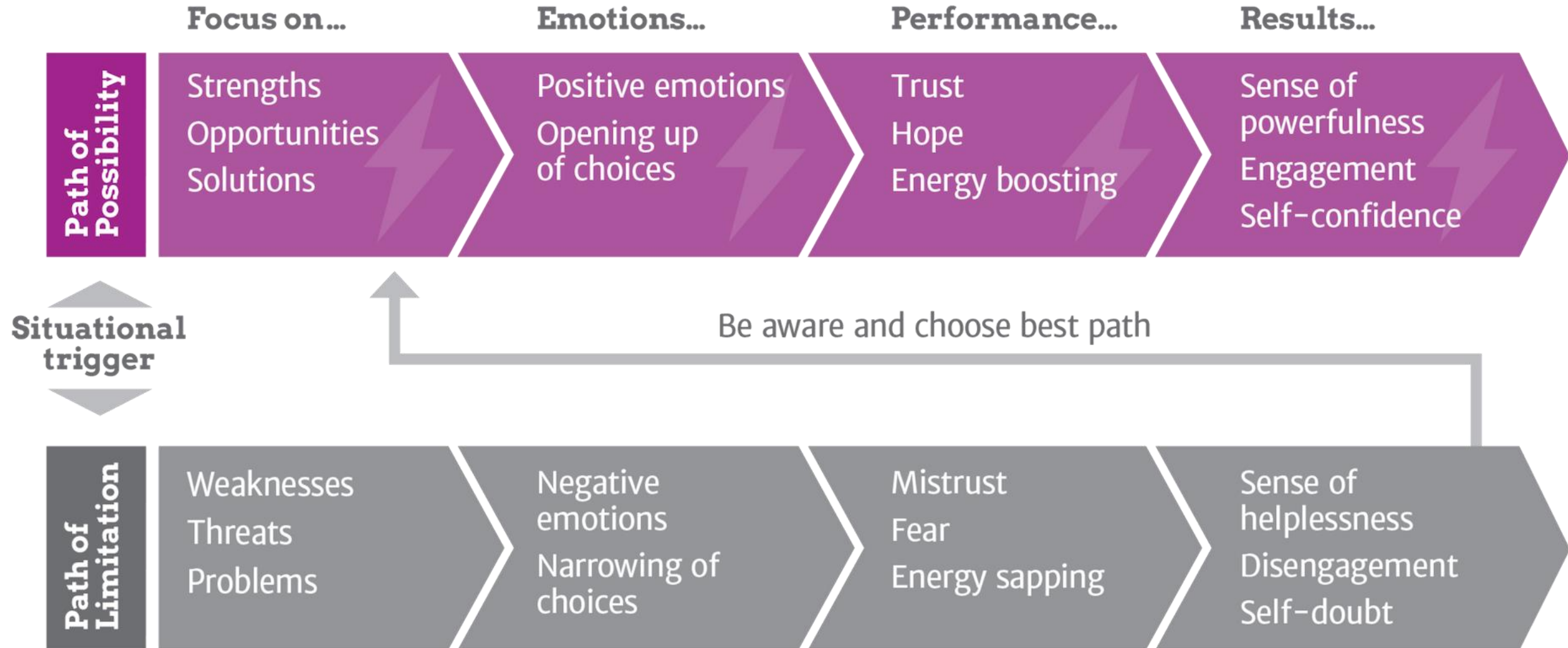
Myths and Misconceptions

- It's "pink and fluffy" and avoids issues and weaknesses
- It's about relentless positivity
- There's no evidence it works or can impact performance
- It doesn't relate to day to day activity



- As well as identifying strengths it also identifies risk factors that can impair performance
- It informs individual and team development plans that impact performance
- Strength areas are linked directly to day to day tasks and activities
- There is a growing body of empirical evidence supporting the positive impacts

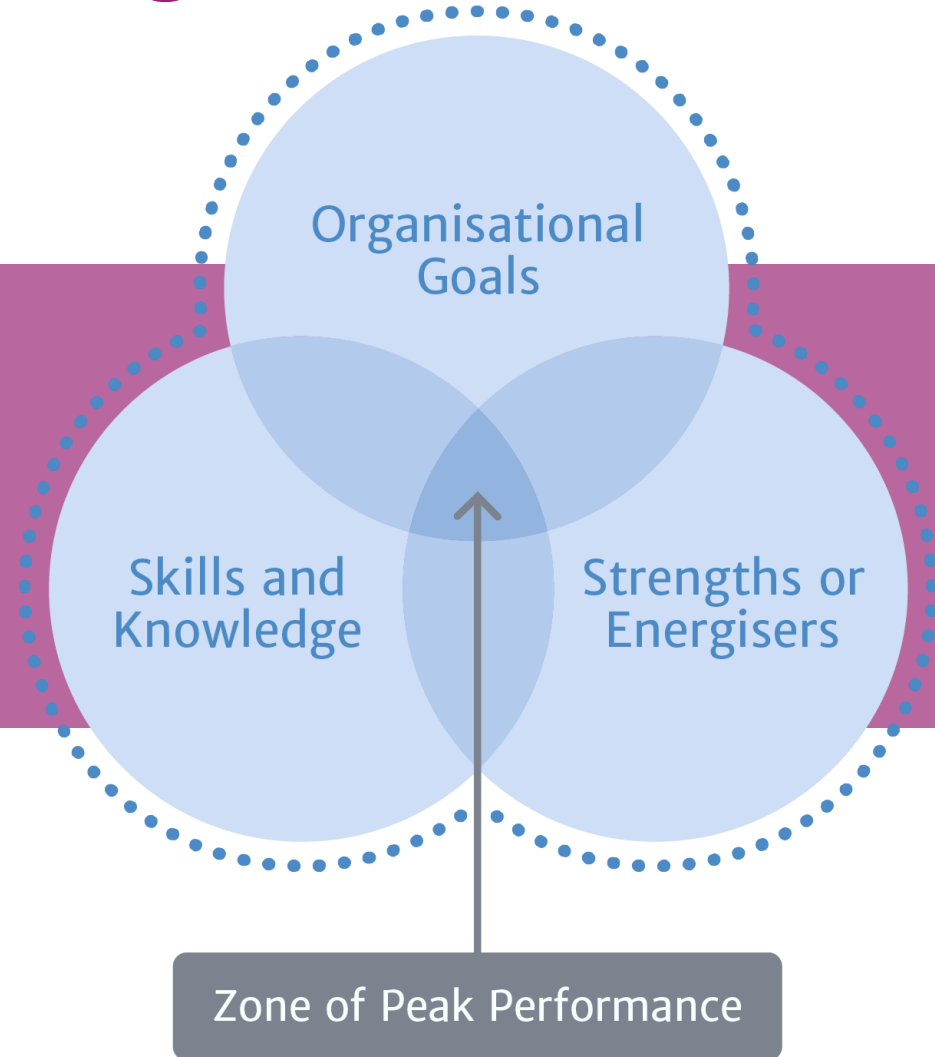
The Power of a Positive Mindset



Defining Strengths

*“Underlying qualities that **energise** us, and we are great at (or have potential to become great at).”*

Brewerton and Brook, 2014



Strengthscope is the only
strengths assessment to
have achieved Registered
Test Status with the British
Psychological Society.

EMOTIONAL	RELATIONAL	EXECUTION	THINKING
Courage: You take on challenges and face risks by standing up for what you believe 	Collaboration: You work cooperatively with others to overcome conflict and build towards a common goal 	Decisiveness: You make quick, confident and clear decisions, even when faced with limited information 	Common sense: You make pragmatic judgements based on practical thinking and previous experience 
Emotional control: You are aware of your emotional 'triggers' and how to control these to remain calm and productive 	Compassion: You demonstrate a deep and genuine concern for the well-being of others 	Efficiency: You take a well-ordered and methodical approach to tasks to achieve planned outcomes 	Creativity: You come up with new ideas and original solutions to move things forward 
Enthusiasm: You demonstrate passion and energy when communicating goals, beliefs, interests or ideas you feel strongly about 	Developing others: You promote other people's learning and development to help them achieve their goals and fulfil their potential 	Flexibility: You remain adaptable and flexible in the face of unfamiliar or changing situations 	Critical thinking: You approach problems and arguments by breaking them down systematically and evaluating them objectively 
Optimism: You remain positive and upbeat about the future and your ability to influence it to your advantage 	Empathy: You readily identify with other people's situations and can see things clearly from their perspective 	Initiative: You take independent action to make things happen and achieve goals 	Detail orientation: You pay attention to detail in order to produce high quality output, no matter what the pressures 
Resilience: You deal effectively with setbacks and enjoy overcoming difficult challenges 	Leading: You take responsibility for influencing and motivating others to contribute to the goals and success of their team and organisation 	Results focus: You maintain a strong sense of focus on results, driving tasks and projects to completion 	Strategic mindedness: You focus on the future and take a strategic perspective on issues and challenges 
Self-confidence: You have a strong belief in yourself and your abilities to accomplish tasks and goals 	Persuasiveness: You are able to win agreement and support for a position or desired outcome 	Self-improvement: You draw on a wide range of people and resources in the pursuit of self-development and learning 	
	Relationship building: You take steps to build networks of contacts and act as a 'hub' between people that you know 		

The Strengthscope® Wheel

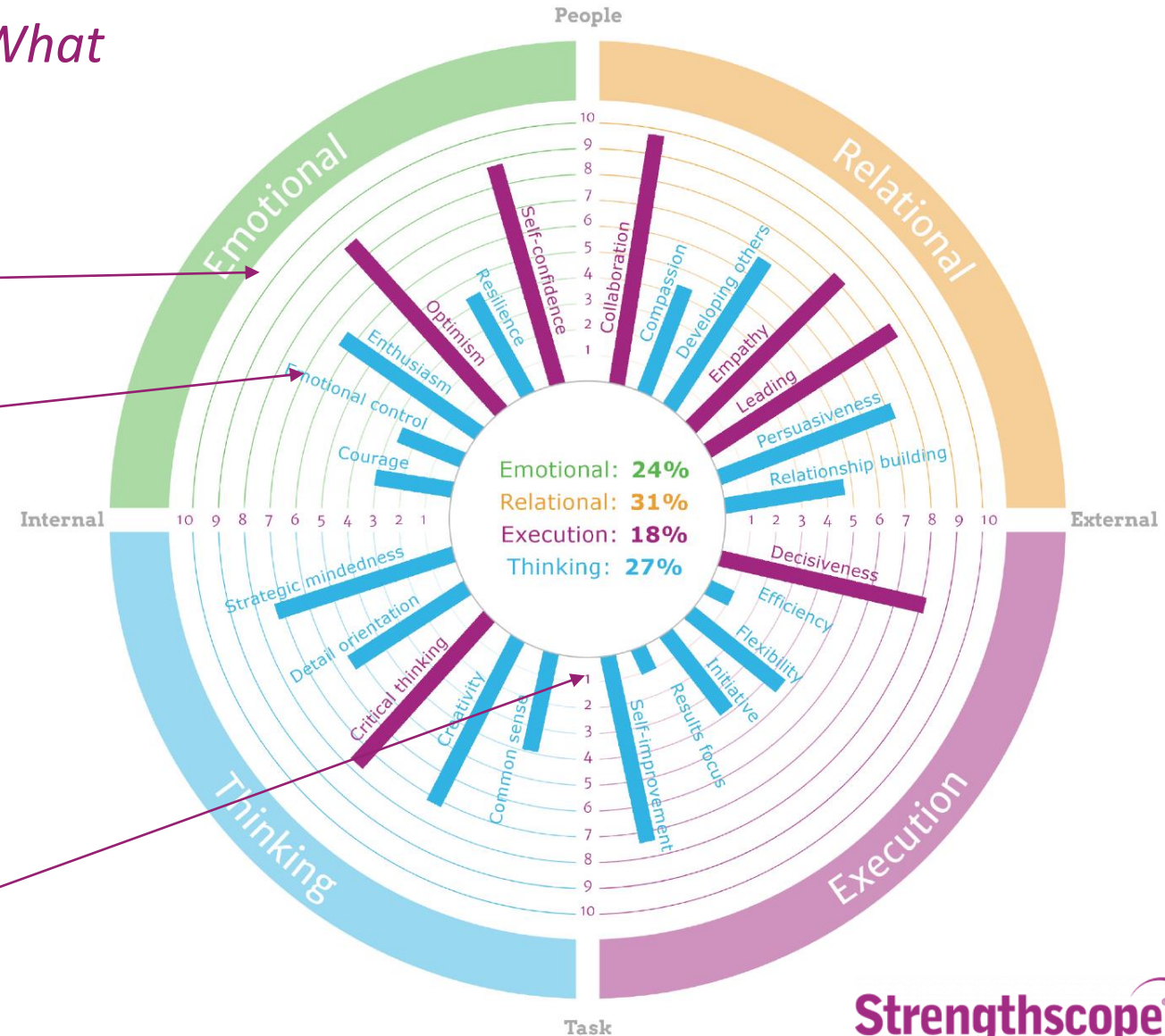
It Provides a Comprehensive Measure of What Energises You in the Workplace.

SIGNIFICANT STRENGTHS

They energise you the most

“BUBBLING UNDER”: It is important not to disregard those strengths with scores close to those of your “Significant 7” (strengths we refer to as “bubbling under”), as these could also be important energisers for you e.g. Creativity

ENERGY DRAINER: The low ranked strengths are ‘non strengths’ – they give little in the way of energy and may leave you feeling drained if too much of these strengths are required



A person with a backpack stands on the peak of a jagged, rocky cliff. The cliff is covered in patches of green vegetation. In the background, the blue ocean meets a sky with soft, white clouds.

Identifying Your Strengths

Reflect on your strengths.

In pairs or 3s discuss:

1. Which **4 strengths** can you pick as the most representative of you and the most energising – your *standout strengths*?
 - How can you use these strengths to achieve great results?
2. What situational triggers can move you from the **Path of Possibility** to the **Path of Limitation**?
How can you take back control?

Emotional	Relational	Execution	Thinking
Courage Emotional control Enthusiasm Optimism Resilience Self-confidence	Collaboration: Compassion Developing others Empathy Leading Persuasiveness Relationship building	Decisiveness Efficiency: Flexibility Initiative Results focus Self-improvement	Common sense Creativity Critical thinking Detail orientation Strategic mindedness

How This Can Be Used In Practice

- Recruitment and onboarding
- Leadership development
- ED&I
- High performance teams
- Graduate development programmes
- Client engagement
- Wellbeing



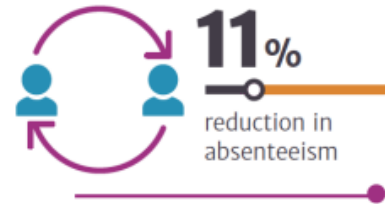
Benefits

- **Improved mental wellbeing** – focusing on individual strengths improves the employee's self-esteem and confidence, which in turn increases their resilience and their ability to adopt a growth mindset at work.
- **Better coping and response mechanisms** – For example, focusing on employees' strengths enables individuals to effectively set appropriate goals in response to adverse situations and failures.
- **Shifting employee focus towards building on existing strengths** – this shift leads to higher levels of job satisfaction, productivity, personal growth, and overall motivation.
- **Supports diversity** (independent research on a global sample of 47,000 participants)



Translation Into Organisational Performance

Strengths improves business performance



Based on data from 1.2 million employees in 22 organisations across 45 countries, recent research findings show that 90% of organisations using a strengths approach reported...

Use in Transformation Programmes



Transformation Team

Organisational units and
teams

Leadership Teams

An essential enabler to creating sustainable high performance

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Any Questions?

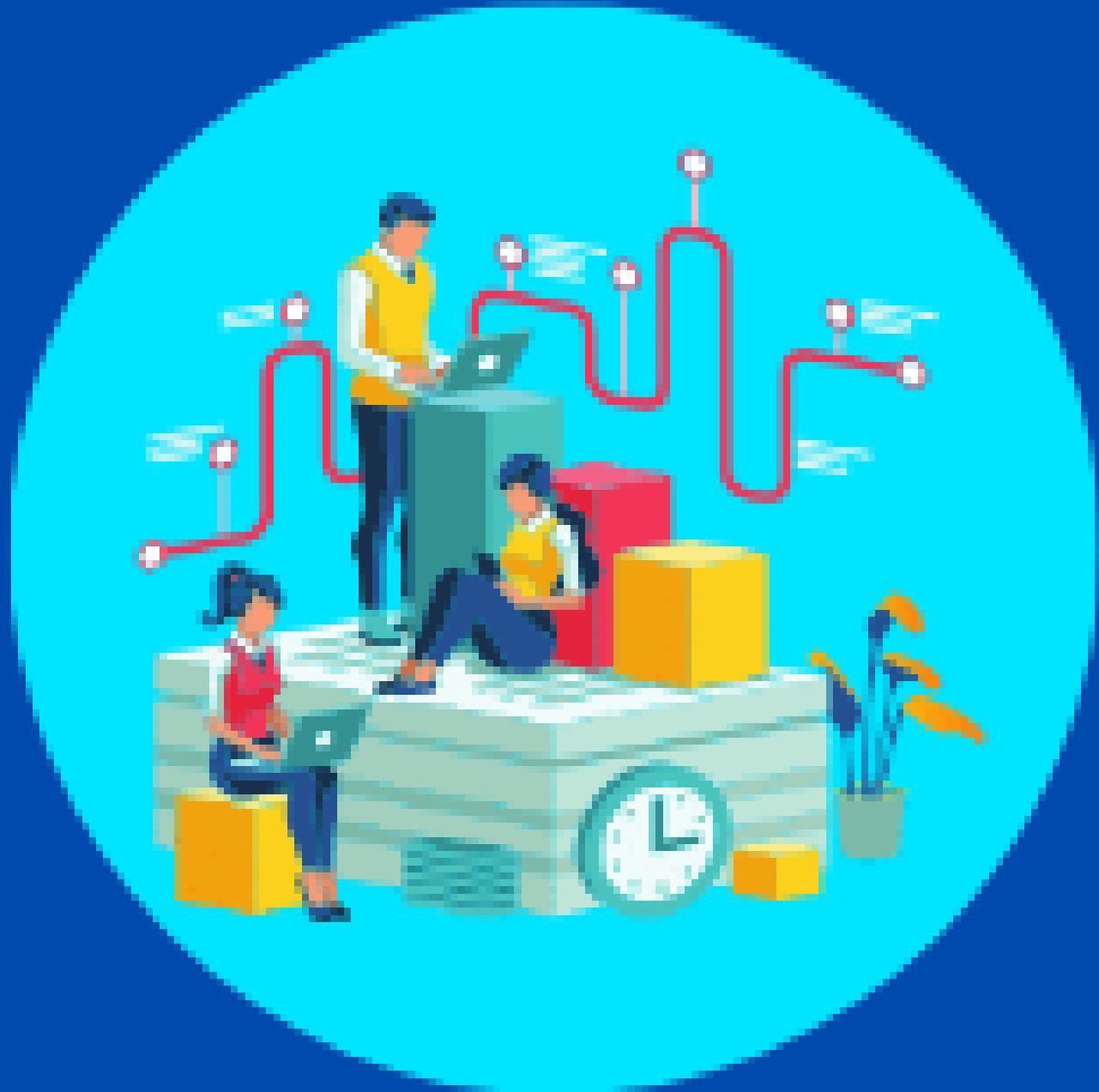


Thank you for participating!

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CLOSE

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