



# NHS SUCCESS STORY

**POWERFUL PRESENTING MASTERCLASS**

**NOV 2022- JAN 2023**

**NHS BUSINESS SERVICES AUTHORITY**





**NHS**

# SUCCESS STORY

The Shadow Board Programme® is a highly successful programme that supports senior aspirant leaders in the NHS. It offers them real-life experience operating as an Executive Director and provides high-quality development opportunities, training and coaching.

## WHY YOU CONTACTED CREATIVEMIND

CreativeMind has been working with the NHS over the past few years, delivering Powerful Presenting Training to teams. A new opportunity arose with the Shadow Board to transform their presenting, pitching, speaking and interviewing skills, specifically to enable them to better inspire their teams and communicate effectively with the Exec Co.

Confidence and influence were big topics, as well as structuring a presentation for clarity and impact. Personal Leadership was also important; to develop each participant's natural strengths and let their authentic confidence shine.

**Participants:** Shadow Board

**Start Date:** November 2022

**Instructor:** Jen Wagstaff

**Method:** Face to Face / Online

## WHAT WE DID

Through blended learning, exercises, games, video coaching, 1-1 coaching and confidence-boosting, we taught the team how to speak with power by delving into our five core modules:

- Improve Energy
- Improve Confidence
- Improve Influence
- Improve Impact
- Improve Creativity



2

LIVE DAYS



24

1-1 SESSIONS



30

ONLINE VIDEOS



# RESULTS: COURSE OBJECTIVES

The programme was a great success. The feedback was outstanding, with increased confidence, energy, and influence. All participants reported new ways of thinking, presenting, interviewing, and many reported **promotions** and new **high-level opportunities** to come from the training. See below for the stats:

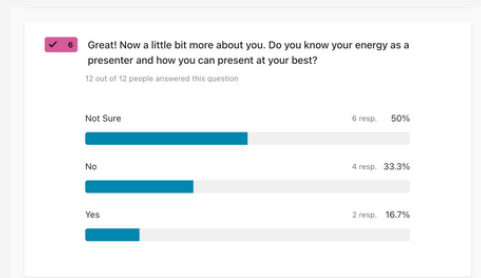
## BEFORE THE TRAINING

16%

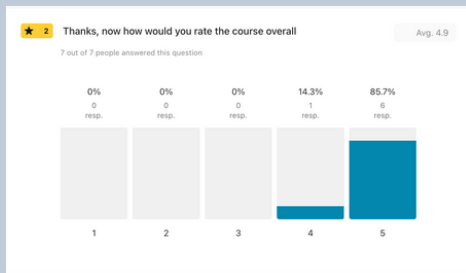
Confident using **energy** to improve impact

0%

**Very confident** when presenting



## AFTER THE TRAINING



57%

**Very confident** when presenting

4.9/5

Average course **rating**

100%

Confident or very confident using their **energy** to improve impact

100%

Confident or very confident using **creative delivery** to boost engagement

100%

Confident or very confident **tailoring** the presentation to increase impact



# THE RESULTS

## "LIFE CHANGING TRAINING!"

Over the next few pages, we share testimonials and quotes from some of the Shadow Board Members who went through the training and coaching. It was truly wonderful to hear how much of an impact the sessions had on the team, with some reporting 'life-changing' results in both their work and personal lives.



***Tony Neal, Governance Manager and Disability Co-Chair:***

*"Before the training, I had so much nervous energy. When Jen asked me to present, my heart-rate monitor on my watch shot up to 120 bpm, and the alarm went off! The only time that ever happened before was at the football watching Newcastle! **The confidence that has come from the training and coaching sessions together has been life-changing. I learnt that I belong and that I am not an impostor.** Not only do I now feel confident presenting, I was promoted to Governance and Assurance manager, jumping up the NHSBSA hierarchy AND got the position on Disability North as a board member. It has allowed me to have the confidence needed to be as successful as I could only have imagined."*



***Ada Okoli, Senior Portfolio Business Partner:***

*"Powerful Presenting Masterclass! Exactly what it says on the tin! Simply the best! 🍷  
Thank you so much, Jen Wagstaff. **Those fantastic, energetic, and thought-provoking two days we had with you will surely leave a lasting effect.** I could go on coaching with Jen every week forever. It's refreshing." 🍷*



# THE RESULTS

## "FOR THE FIRST TIME, I STOOD UP AND PRESENTED WITH NO NERVES"



*Jason Harper, Transformation Lead: "The Powerful Presenting Masterclass has put me in touch with my inner confidence and the tools I need to ensure my presentations go smoothly. **For the first time, I stood up and presented with no nerves, just steady confidence born from being authentically me.** Jen, by sharing her experiences of presenting and mental challenges, really allows everyone to participate and grow in the course. Highly recommended!"*



*David Roberts, Head of Service: "Interesting, thought-provoking, challenging.. I could go on. **Sitting at the Newcastle Utd match on Wednesday night thinking about the "power of 3" shows just how much of an impact you had.** Thanks also for pushing me out of my comfort zone; not often do we get the time to step back and think that deeply."*





# THE RESULTS

## "AN AUDIENCE OF 1000: I AM THE BRAVEST PERSON IN THE ROOM"



**Dan Britton, Associate Director of Operations:** "I often present awards in front of audiences of over 1000 people and, before the course, I would feel the 'creeping death' of waiting to speak. In my head, I would imagine worst-case scenarios: tripping over, opening the wrong envelope and not remembering how to speak! The course was engaging, inspiring and educational. I learned to stop overthinking, shifting the spotlight onto the audience. **I realised that by presenting, I am (at that moment) the bravest person in the room.** So why should I be bothered about what they are thinking? I learnt techniques like anchoring and fully trusting in the ability of my brain to tell my mouth what to say! A few days after the sessions, I had to stand up and present in front of over 1000 people. **For the first time, I felt relaxed. It was the least nervous I had felt in front of the biggest audience.** I really was the bravest person in the room!"



**Hassan Kajee, DDaT Sr. Programme Resp. Officer:**  
"I really enjoyed spending time with my colleagues, and it was amazing watching each one of them blossom and develop in such a short space of time. I now feel better prepared to make an impact and more confident in presenting without being fully dependent on notes.  
**This course is guaranteed to improve the way you present.** You will be a more accomplished speaker with a greater understanding of how you can impact your audience."



# THE RESULTS

## "I AM NO LONGER WORRIED PRESENTING TO ANY AUDIENCE"

*Tony Webb, LGBTQ+ Network Co-Chair:*

*"Jen has **literally changed my life with her approach on this course**. Not just from a work perspective but also from a personal development point of view.*

*Since doing the course, **I am no longer worried about being asked to do a presentation to any audience**. I learnt how to structure a presentation and plan the content from the audience's perspective, not my own. I'm also now much more aware of my mindset and how not to talk to myself negatively. **I've learned that my confidence grows when I feel more positive about myself or about the presentation I'm delivering**. Self-care, as part of the mindset discussions during my 121 sessions with Jen, has made a massive difference to me. Not just from a presentation perspective but wider in my everyday life. Thank you so much for this - it really did make a huge difference :) I can't recommend Jen and her brilliant course enough"*





**NHS**

# THANK YOU!

Thank you again to the NHS; we look forward to partnering again with you in the future!



## Want this for your team?

**BOOK A ZOOM**

*click here!*

Contact Jen directly: [jen@wearecreativemind.com](mailto:jen@wearecreativemind.com)

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Developing the strategy, mindset and habits for high performance