**Presentation notes for Strategic Intentions & pledge session**

**You will need –**

* **Powerpoint**
* **Working WIFI (to play videos)**
* **A note taker – to capture discussion at the end of the session**

***Preparation to undertake before commencing presentation – ensure two tabs are open to show videos***

**Tab 1 -** [**https://www.youtube.com/watch?v=bFF5PoVngKM&feature=youtu.be**](https://www.youtube.com/watch?v=bFF5PoVngKM&feature=youtu.be)

**Tab 2 -** [**https://youtu.be/O8KLl6Wx6\_k**](https://youtu.be/O8KLl6Wx6_k)

**Slide 1 – Holding slide for beginning of presentation**

**Slide 2 – Agenda**

A quick overview of what we will cover today:

**Slide 3**

A quick reminder of the Strategic Intentions… ***Show video animation…Tab 1***

**Slide 4**

**Why do we have Strategic Intentions?**

* Demonstrate strategic leadership
* To ensure that members are best placed to respond to new and developing areas of occupational therapy, as well as operate effectively within the political and economic environment in which they work.
* RCOT’s leadership response to the challenges of the changing landscape of health and social care.
* Position occupational therapy as a key contributor to the health and wellbeing of UK citizens
* Provide a framework for how RCOT will support its members and the wider profession.
* Secure the Future
* They serve many purposes, but they fundamentally act as a rallying cry to engage members, our branches, our staff and our external stakeholders in our purpose, and should help everyone understand the respective roles we all play in developing and safeguarding the profession

**Slide 5**

**Why pledges?**

There is often a challenge with organisational aims, or intentions, that they can be perceived as quite internal - not relevant to an organisation’s stakeholders.

Yet, in order for RCOT to achieve its Strategic Intentions, we need all our stakeholders to both understand them and take actions to help us achieve them.

So we developed the pledge campaign whereby either individuals or groups could set a goal or make a commitment – their pledge - Combined, these goals will comprise our journey towards the Strategic Intentions.

We developed this with occupational therapists and ‘sense checked’ the idea

The feedback was positive, making a pledge would resonate with the occupational therapy approach – make plan towards achieving a goal

**Slide 6**

**Launching the pledge campaign**

We launched the pledge campaign at the Strategic Intentions Launch event at Fishmonger’s Hall in the presence of our Royal patron – HRH Princess Royal - **Play video 2 -**

**Slide 7**

**We have also translated the Strategic Intentions into some pledges of our own:**

In order to support members and groups in making their own pledges, we translated some of the work we do, and want to do, into pledges for RCOT. We wanted to demonstrate how making a pledge wasn’t something ‘extra’ members needed to do, but was just an explicit commitment to progressing the profession and securing the future.

**Slide 8**

**Some facts about the pledges we have received so far**

We received over 70 ‘founder pledges’ on the day of the launch and captured some of the in the video just shown

We will be following up with some of these pledges to track the stories of how people are fulfilling them

We are doing this to make sure we are offering the right support to members

We also took the ‘pledge tree’ to conference

* Approximately a fifth of all delegates at conference made a pledge – if we get the same percentage of the whole membership to pledge we would have over 6000 pledges!

**Slide 9**

**What are people pledging about?**

* The theme that attracted the most pledges was promoting the value of OT (21%) – it shows our ILSM campaign messages are getting through!
* The second most popular theme is learning, knowledge sharing and CPD – great for our education team – opportunity to push the Career Development Framework to those pledging to make CPD commitments
* Defining and claiming occupation
* Making small commitments that really make a difference – i.e. getting involved on social media

**Slide 10**

**Why are themes important?**

Identifying the themes that members are pledging– and importantly nor pledging under is important as it help RCOT ‘take the pulse’ on issues and topics that are important to our membership.

It also helps us to identify information gaps where RCOT needs to communicate more, or better, on topics that are important to helping the organisation achieve its Strategic Intentions.

A good example of this is leadership – as yet, less of our pledges are related to leadership than we would like. As an organisation, we have recognised that encouraging occupational therapists into positions of leadership is vital to secure the future of the profession in health and social care. Hence, we recognise from this we need to do more to encourage occupational therapists to consider leadership roles and consider how they demonstrate leadership on a day-to-day basis

**Slide 11**

**How can get involved?**

**FYI before we start the discussion we have a note taker – hello to note taker! They will be recording this discussion and we will be thinking about how we can use your ideas to create content and resources to help members and others make & keep their pledges.**

**Of course, if you want to contribute something ‘off record’ just let us know.**

**What do you think RCOT can do to better engage with:**

**Branches**

**Members**

**Other AHP’s**

**Influencers**

**What can we do to keep the campaign fresh and appealing?**

**What can we do to encourage non-members – i.e. commissioners, leaders, policy makers, businesses?**

**Slide 12**

**What’s your pledge?**

**Conclusion & Q&A**

**Thank you for your time today. Hopefully you will have a better idea of our Strategic Intentions, the pledge campaign and how the two work together.**

**Any q’s?**

**Keep in touch etc..**

**THANK YOU**