

# Becoming a Director of Adult Social Services programme



These sessions are delivered during the three face-to-face residential days.

**Day one – Tuesday 29 April 2025**

## Personal leadership journey

Shifting to more senior and strategic roles is often the logical next step in a career path or it can be an opportunity grasped that was unplanned and unexpected. Whatever the journey, it's illuminating to explore how we have arrived where we are and the values and principles that have underpinned many of our decisions and actions in our career. This session will explore just that.

**Delivered by Jenny Pitts, Programme Director, NDTi**

Jenny has over 35 years' experience of working in adult social care, in provider, and local government development, commissioning and senior operational roles. For the last ten years she has led a programme of transformational cultural and system change and during that time has also contributed to NDTi leadership programmes nationally and internationally.

In partnership with



### What you'll get out of the session

You'll explore what drives you and the values that determine your decisions and actions. This will help inform professional development plans and deepen understanding of what is important in your career progression.



## Leading collaborative, strengths based change

Moving to, or embedding, cultures that build on strengths, promoting independence and wellbeing and put the person at the heart of their support and harness the power of communities and partners, is an ambition and a challenge faced by all leaders in adult social care. This session will explore some of the theory of leading change, the experience and evidence for what works in moving to collaborative community led models and the skills required of today's leaders in driving such change.

**Delivered by Jenny Pitts, Programme Director, NDTi**

Jenny leads the NDTi Community Led Support programme with a wealth of learning over the last ten years working with over 35 local authorities. This includes what is required of leaders to get colleagues, staff and partners on board, driving and co-producing values led change.

The guest speaker will be Charlotte Walton, Executive Director of Adult Services, Cheshire West and Chester Council.

### What you'll get out of the session

This session will share (from examples in the room along with examples from the Community Led Support programme) practical illustrations of what works, successful models, leading cultural change, learning about rolling out to become business as usual and demonstrating impact in relation to collaborative, community led, strengths based change.

## Working with elected members and politicians

We'll explore the relationship with elected officials and the role of DASS, the opportunities and some of the pitfalls, drawing on first hand experience and providing you with 'top tips' and considerations for ensuring the relationship is positive and mutually supportive.

**Delivered by Cath Roff MBE**

Cath has 35 years' experience in social care, 21 of which were as a Director, beginning her career in Newham and then becoming Director in LB of Ealing. She undertook subsequent Director roles in Sheffield, Derby and most recently in Leeds as Director of Adults and Health prior to retiring. Cath was a Trustee of ADASS and now works as an Associate for NDTi.

### What you'll get out of the session

This will offer insight into the role of the DASS, negotiating the political landscape and provide examples of how this can be achieved positively, instilling confidence and understanding. There will be opportunity for questions and discussion in a safe space.

## Day two – Wednesday 30 April 2025

### Brave and authentic leadership

Tackling the many challenges that those in senior strategic roles face whilst staying true to our values and maintaining our own health and wellbeing requires a style of leadership that is both brave and authentic. Drawing on the work of Brené Brown, this session will explore what that looks like, how we ‘turn up’ at work and support ourselves to be the leaders we want to be and nurture cultures that encourage bravery, compassion and authenticity.

**Delivered by Jenny Pitts, Programme Director, NDTi**

Jenny has over 35 years’ experience of working in adult social care, in provider, and local government development, commissioning and senior operational roles. For the last ten years she has led a programme of transformational cultural and system change and during that time has also contributed to NDTi leadership programmes nationally and internationally.

#### What you’ll get out of the session

This workshop will provide opportunity for participants to consider their own leadership style and experiences of being brave. It will provide some practical ways of strengthening their own ability to be authentic brave leaders and to promote that culture in their workplace.

### Working with the media

In this interactive and skills-based session, you’ll have an opportunity to discuss experiences of and any views you may have on dealing with the media. You’ll acquire skills and strategies which can help decide how and when to engage with journalists. This will involve small work groups to prepare for and then take part in a realistic media interview.

**Delivered by Richard Evans**

Richard is a journalist and trainer. His professional experience ranges from reporting for newspapers, radio and TV to interviewing prime ministers, making documentaries, presenting panel shows and training journalists and leaders for media appearances. He is also a familiar voice on BBC Radio Four where he works as an announcer.

#### What you’ll get out of the session

You’ll develop understanding, confidence and practical skills in working with the media, learning in a safe space how to respond when the media gaze is focused on those in Director roles and how to respond professionally and ably.

# Day three – Tuesday 17 June 2025

## Presentation of self

How we come across as a leader, our unconscious habits and styles greatly affect how our messages are received by those we're aiming to influence. This half day workshop is fun, practical and massively beneficial with an easy to apply toolbox of proven and practical skills that can be applied not only at work but in everyday life too.

### Delivered by Amanda Wilsher Associates

With a unique approach and powerful delivery, Amanda and her associates provide tailored communications and leadership workshops for government departments, NHS, NGOs and multinational corporations

#### What you'll get out of the session 🕒

It will develop personal awareness. It will help you to be aware of those aspects of your presentation you can be confident in and use to great effect, and those you may need to develop and strengthen to maximise your personal effectiveness in communication.

## Numbers to knowledge: Data leadership

Data plays a critical role in decision-making, informing strategy, allocating resources and effective governance and yet many of those asked to make these decisions report a lack of confidence when it comes to using data effectively as part of the process. Using real life examples, this session will highlight the value and need to look closer at the presented data. It will examine questions and techniques used by effective data leaders to gain clarity and cut through to the core message.

### Delivered by Mike Richardson (NDTi)

Mike has worked in a range of data, analytical and leadership roles in local government most recently as Head of Transformation prior to joining NDTi. Mike specialises in change management and the use of data and measurement to understand impact and to drive change.

#### Publications:

[Valuing Community Led Support \(NDTi\) Feb 2023](#)

[A Deep Dive into the Plymouth experience of Small Supports \(NDTi\) Sept 2024](#)

#### What you'll get out of the session 🕒

You'll deepen your understanding of how data can support your change ambitions and how to interrogate data, ensuring that the information you use measures the necessary aspects required.

# Live online workshops

As part of the programme, you'll be required to take part in six live online workshops

## Health and social care integration at its best

**Tuesday 6 May 2025**

Join colleagues from across the sector to hear from the best examples of partnerships, integration and community development. Where care is provided by the right organisation in the best place at the right time. When working well, integrated services can respect each other and form a cohesive package around the needs of the individual and the wider community.

**Delivered by Jeanette Cookson, Programme Head of Integration, Skills for Care**

### What you'll get out of the workshop

You'll hear about best practice from right across the country. Identify the key strategies and the right conditions that other senior leaders have implemented to bring them success in real world examples of effective partnerships.

## Developing a workforce for future

**Thursday 15 May 2025**

We'll explore what a leader needs to be able to develop their workforce for today and to anticipate the future. We'll also look at what key skills, knowledge and experience your workforce will need to reflect in 5 or 10 years time, as well as the trends in care that you'll need to respond to. We'll discuss the latest thinking around workforce redesign.

**Delivered by Jeanette Cookson, Programme Head of Integration, Skills for Care**

### What you'll get out of the workshop

Time to consider the methods of workforce redesign, how to evidence your strategy for CQC and a future scope key trends and the potential need in the social care sector.

## Co-production and working with people with lived experience

Tuesday 20 May 2025

This session will explore what leaders need to consider in promoting co-production as a culture of practice, hearing from a range of people who have experience of using services about their experiences, what works and what doesn't and will share some models and techniques that work.

**Delivered by Bill Love, Executive Director, NDTi**

Bill has worked in development and leadership roles in the public and voluntary sectors for about 25 years where the majority of his focus has been on the provision of supports for people to live in their community. He is passionate about genuine involvement and co-production that influences change.

### What you'll get out of the workshop

You'll deepen your own understanding of the various ways that co-production happens well, how to model genuine co-production in your own work as a senior leader and promoting across services a culture with co-production at its heart.

## Innovative provider models and commissioning needs

Wednesday 28 May 2025

Many local authorities are moving to locally provided bespoke care and support arrangements for people, including those traditionally thought of as needing very high cost "specialist" provision. This session will share just a few of the models currently reshaping the social care arena, the learning about what works and what is required of commissioning authorities.

**Delivered by Bill Love, Executive Director, NDTi**

Bill has worked in development and leadership roles in the public and voluntary sectors for about 25 years where the majority of his focus has been on the provision of supports for people to live in their community. He is passionate about genuine involvement and co-production that influences change.

### What you'll get out of the workshop

You'll hear about innovation in the sector, to share your own experiences and to explore what is needed of those in senior leadership roles to support diversity in the options available locally, and how to drive system change that moves away from total reliance on traditional approaches to care and support.

## Human rights based leadership

Wednesday 4 June 2025

Positioning human rights at the heart of our leadership is a powerful, challenging but fundamentally essential decision for a strategic leader. As such, knowledge, understanding, and an ability to apply human rights to our work are vital and this session will provide an overview and focus on the most relevant aspects pertinent to the role of senior leaders and directors in adult social care.

**Delivered by Sanchita Hosali, CEO, British Institute for Human Rights**

Sanchita has detailed knowledge of the application of human rights in adult social care and is a recognised expert in human rights and equality law, policy and practice, with over twenty years of working both in the UK and internationally.

### What you'll get out of the workshop

You'll deepen your understanding of human rights and be able to apply them to your own decisions and activity with confidence and to instil a culture of rights based leadership, practice and awareness.

## Managing the narrative and media communications

Monday 9 June 2025

As senior leaders there is a need to try and manage the messages that get shared publicly in the current media. This session will explore how to proactively aim to do that, using examples of stories that have gone well and those that haven't and how, what, as leaders you can do to try to influence the stories and the narrative that gets shared publicly in relation to your organisation.

**Delivered by David Brindle**

David is a leading social policy journalist and former public services and society editor for the Guardian newspaper. He is chair of Ambient Support, a not-for-profit provider of care and support for people with learning disability or mental ill health and older people. He is a former vice-chair of mental health charity Richmond Fellowship, and its wider Recovery Focus group, and a former board member of Housing 21, a housing and care provider for older people.

### What you'll get out of the workshop

Participants will refresh and deepen their understanding of how the media works, the learning from history and the tips to avoid being their organisation being subject to negative and avoidable media interest for the wrong reasons. It will provide top tips on how to manage a local narrative, to connect with key people and to promote the messages they want shared.

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