

Big Splash

Interim Management and Support



Information for NHS IMAS members

Welcome to the latest edition of **Big Splash**, the newsletter for NHS IMAS members.

Big Splash has the latest news about the NHS IMAS programme and assignments.

In this edition:

- NHS Operations Board update
- NHS IMAS hits Business Plan target early
- CV Top Tips
- NHS IMAS focuses on quality
- Life on a NHS IMAS assignment
- NHS IMAS products in the spotlight
- Quick Splash
- Contact us

Future of NHS IMAS agreed

A recent meeting of the NHS Operations Board has agreed support for the future of NHS IMAS.

The NHS Operations Board have agreed funding for 2012/13 and that this, along with the governance and hosting of NHS IMAS, should transfer to the NHS Commissioning Board (NHS CB) during 2012/13.

The NHS Operations Board were extremely supportive of the NHS IMAS programme and its contribution to the NHS.

Business Planning activities for 2012/13 are now underway. Building on the success in previous years NHS IMAS will increase the number of live assignments being managed at any one time and also increase the number of NHS pool members.

Richard Jeavons, NHS IMAS Senior Partner, would once again like to thank the Change Board for their time and support which has enabled NHS IMAS to table a proposal to fit the future needs of the NHS.



David Flory CBE
Chair of the NHS Operations Board

NHS IMAS hits Business Plan target

NHS IMAS is now managing over 60 live assignments, reaching the Business Plan target for March 2012 six months early.

This is a 20% increase in the number of live assignments, in just six months, showing the demand for support from our talented pool members is continuing to increase.

In addition to the core assignments, NHS IMAS continues to manage the coordination, identification and deployment of NHS resource at a national level to support the delivery of the NHS Transition programme and

at the end of October, we were managing over 40 Transition Programme assignments.

“Exceeding the Business Plan target six months early is a fantastic achievement and demonstrates the demand for high quality support from NHS IMAS pool members during this time of change”

Richard Jeavons, NHS IMAS Senior Partner.

What makes a good CV?

The core team at NHS IMAS see a lot of CVs and are often asked for feedback. Here are some top tips for writing a good CV.

Your CV is your key marketing tool, prior to interview. The purpose of a CV is to get you shortlisted for an interview. You need that interview to get the job!

It is tempting to include a lot of detail spanning your entire career which can make your CV long. The first page gets the most attention so it is likely that third, fourth and fifth pages will not be read at all.

The most effective CVs are those that are tailored to a particular role and we are happy to store more than one version of your CV, each with a different focus e.g. strategy, operations, management.



CV styles change over time and currently the good practice advice is that the first page should include:

An opening statement – this should be your sales pitch, a short paragraph selling yourself based on your skills and experience relevant to the role. The Americans call this your “elevator pitch”, meaning how you would sell yourself to someone if you were in a lift with them for less than a minute. Thinking in terms of a short time frame and key points helps focus your statement.

Key achievements – listing these as bullet points is a clear way of demonstrating what you have delivered. Make sure they are focused on outcomes, not responsibilities. Adding statistics and measurements helps a client to put these achievements into context.

Employment history – clearly list your employer, job title, grade, the dates you undertook that role and a summary of your achievements in that role. Stating that you were “responsible” for something, someone or a group of people gives no indication of how successful you were at doing that.

For previous jobs, five years and older, simply list the employer and your job title. Any skills and experience over five years old, which are relevant to the role for which you are applying, should be included in your key achievements.

When listing your qualification and education history include the highest level of education only. For example, the subjects and numbers of GCSE/O and A levels obtained are not relevant if you went on to get a degree at University.

Publications should only be included if relevant to the role, this will mainly apply to Medical Director and clinical roles. Listing publications in a CV is not usually needed if applying for a management role. If we have them on file and they are requested, we can always forward them on.

Your NHS IMAS CV does not need to include referees. We obtain references for you during the registration process and your CV will only be put forward once you are fully registered.

If you would like feedback on your CV or if you would like to provide us with an updated or additional CV please contact the team on 0113 254 6262 / 6424 or nhs.imas@nhs.net.



Contact us

Please direct any questions regarding the NHS IMAS programme to nhs.imas@nhs.net or call the core team on 0113 254 6424

If you would like to be included on the Big Splash distribution list or have any ideas for future articles, please contact Karen on k.davison@nhs.net or 0113 254 6424

This month we hear from NHS IMAS pool member, Sherry Hirst, about her NHS IMAS assignment as Associate Director of Corporate Services at a PCT

I undertook a full-time six month NHS IMAS assignment as Associate Director of Corporate Services in a PCT. I was responsible for leading a wide agenda including communications, public and patient involvement, PALS, equality and diversity, emergency planning and front of house. I deputised for the Executive Director of Workforce and Corporate Development across the corporate development agenda (including governance, HR and workforce) at Board level, and was an active member of the organisation's Corporate Leadership team.

What did I learn?

My background is in managing communications and engagement at local, regional and national levels, so the assignment provided me with a fantastic opportunity to widen my corporate experience in a commissioning environment for a leading-edge organisation.

With my substantive role being in an SHA, I enjoyed getting closer to the front line and working more closely with other health and social care organisations across the city to transform the future of care for patients. Being involved in setting up real joint working, including a wide-ranging city transformation programme, was inspirational.

My top tips for when on assignment

- Embrace opportunities to get involved in new and challenging areas of work to widen your experience.
- Enjoy it! It's a privilege position to go into an organisation with fresh eyes and to provide a new perspective which can really make a difference to the way things are delivered in the future.
- Use the NHS IMAS core team where their experience and expertise can provide you with ideas and techniques that have been tried and tested elsewhere.

What I have learnt through my assignment that I have taken back to my day job?

This assignment has expanded my understanding and knowledge which has proved invaluable.

One of the key things I learnt is that I have a real passion for leading and developing teams and this is one of the key elements I look for in future positions. I also further developed my coaching skills during my assignment and have brought this back to my current role.



Sherry Hirst

“Use the NHS IMAS core team where their experience and expertise can provide you with ideas and techniques that have been tried and tested elsewhere”

Quick splash...

I work as... an Associate Director for an SHA with a focus on Primary Care. I've been involved in various roles concerned with Primary Care for 17 years before which I was a Nurse Manager in Psychiatry.

My typical day involves... there is no such thing as a typical day but if I had to summarise it I'd say I deal with a wide variety of immediate and strategic issues spanning an equally wide variety of subject matters concerned with Primary Care commissioning and provision. My IMAS assignment has if anything made that variety even greater.

The best thing about my job is... the variety because it's stimulating, rewarding and by definition means coming into contact with lots of different people across the country each with their own unique insight, experience and contribution. Before the recent reforms the focus was very much on the commissioning and contract management acumen of PCTs but now it's more about the future, how it will operate and what we all need to do now to ensure the transition is as smooth as it can be.

Have you been on an NHS IMAS assignment? Yes since June this year and still am.

Tell us a bit more about it... I am working with a small team of really dedicated people, helping to design the future primary care commissioning frameworks, functions and structures of the NHS Commissioning Board. It is hugely complicated and the timescale is challenging but the opportunity to contribute to something new and different, one that might address some of the shortfalls of past arrangements is really exciting. We each have a lead responsibility as part of the team and my particular contribution has centred around

primary medical care but the interdependencies and the need to design a system which can demonstrate some national consistency has ensured that we work very closely with each other.

What would be your perfect assignment? Something similar to the one I'm on I suppose. One that plays to what I think are my strengths both in terms of knowledge and personal attributes, something where I feel I am adding value and in turn feel valued, in particular I thrive on the energy that's generated by being part of a focussed team.

Word of advice for other pool members... believe in the transferability of skills and how adaptable we all are to new and sometimes very different circumstances but at the same time understand your particular skills and build on the characteristics of the situations in which you function at your best.

What do you want to do next? (assignment or career) No idea in truth. I shall however keep an open mind and a positive outlook.

If I didn't work for the NHS... I would trim dogs, work on a farm and/or join a choir?...who knows, after 33 years in the NHS and coming from an NHS family background I find it hard to think about doing something else. I quite like the idea of doing something completely unrelated however.

In my spare time... I recover; read, walk the dog, drink wine and take as many holidays as I can squeeze in and afford.



Helen Parkin

“Believe in the transferability of skills and how adaptable we all are to new and sometimes very different circumstances.”



The NHS IMAS core team based in Leeds are taking part in a campaign which aims to help all NHS staff in Leeds to have fun, get active and feel good!

NHS IMAS received the Gold award two months running in September and October for the highest average number of exercise activity minutes logged. Well done team!

To find out more please visit:
www.havefunfeelgoodleeds.co.uk