

## Primary Care Network (PCN) Pharmacy Lead Development Workshop

Dear pharmacy colleague

We are delighted to advise you that your local pharmaceutical committee has received funding support for PCN lead development from HEE Wessex and NHS England Wessex region. These leadership workshops, delivered by local award-winning training provider Pharmacy Complete, are for appointed PCN Pharmacy Leads in Hampshire, Portsmouth, Southampton & Isle of Wight.

Engaging successfully with others is an increasingly important skill for pharmacists and pharmacy managers as community pharmacy must become more integrated into the local health and care systems. Effectively communicating with and influencing others will deliver improved outcomes for the local population and for pharmacy.

These workshops will develop your engagement and communication leadership skills, knowledge of PCNs and provide guidance as to how you can confidently approach your Clinical Directors and others. Additionally, you will understand how you can influence others with greater self-awareness of your preferred behavioural style.

Community Pharmacy PCN leads across Hampshire and the Isle of Wight will each have access to their own page on the CPSC website. These pages can be used to communicate reports and information to the pharmacies in your PCN, whilst also acting as a showcase for activity and outcomes achieved.

Attendance at either of our PCN lead days will set you up to start using your page immediately.

The workshops will help you:

- Understand why it is important for pharmacy to collaborate more with others including other contractors and the local Primary Care Networks (PCNs)
- Be able to describe the importance of stakeholder management and define the key local stakeholders
- Know how to have a positive impact on other people by recognising your preferred communication style and the preference of others
- Know how to flex your style to establish rapport quickly and build relationships with others
- Understand the difference between being assertive, aggressive and passive when communicating
- Be able to use techniques to listen actively and have awareness of listening blocks
- Be more effective at influencing key stakeholders through effective questioning
- Know how to engage with PCNs, GP practices and others
- Understand why it is important to sell the benefits rather than the features of a service
- Be aware of the NHS Healthcare Leadership model and the leadership competencies relevant to connecting effectively
- Be able to develop a stakeholder engagement plan for working with others.

Registration for the workshop must be completed in advance through Eventbrite:

- 31<sup>st</sup> March Eastleigh Holiday Inn <https://www.eventbrite.co.uk/e/hampshire-iow-pcn-pharmacy-lead-development-workshop-tickets-92345195967>
- 2<sup>nd</sup> April Basingstoke Holiday Inn [www.eventbrite.co.uk/e/hampshire-iow-pcn-pharmacy-lead-development-workshop-tickets-92345739593](http://www.eventbrite.co.uk/e/hampshire-iow-pcn-pharmacy-lead-development-workshop-tickets-92345739593)

Once registered, you will be sent a short piece of pre-work to be completed ahead of the workshop so you can better understand your personal, preferred communication style.

We look forward to supporting your development for this critical role at your event.

Kind regards



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