

### What our client wanted

As part of its talent management approach, NHS East of England wanted to increase the cadre of leaders positioned to become executive directors. To address this, they established the *Aspiring Directors Development Programme* requiring expert design and delivery.

### What Frontline did

Working in a consortium with King's Fund and Cumberlege Connections, Frontline took a lead role in programme design, particularly focusing on core and specialist modules, and providing coaching and action learning sets. Our team took responsibility for a core module focusing on Leading Performance, and used an approach with real time participant board papers and board presentations. A similar interactive approach was taken for a specialist module focusing on IT enabled transformation.

Our team led in designing and delivering the coaching elements of the programme, using both Frontline coaches and the wide range of our associates. Frontline facilitated action learning sets for the programme.

### What difference we made

The programme was received very positively, and a cadre of participants in the first cohort progressed their careers after completing the programme. Effective consortium design and delivery enabled a wide range of contributions to be made that underpinned the effectiveness of the programme.

### What our client said

***"Our Aspiring Director programme has been consistently well evaluated both by participants and also by their sponsoring directors and CEOs. It is considered to be a challenging, high quality programme which is developing individuals who have the potential and performance to be directors within the next year or two. Frontline are part of the Consortium responsible for the delivery of the programme content particularly in respect of the Leading Performance module. Frontline have also provided expert support in establishing coaching for participants, through an efficient personal matching process and then a range of high calibre, qualified coaches. For many participants it has been the first experience of coaching and they are reporting back that it has proved to be one of the most beneficial components of the overall programme.***

Karen Bloomfield, Leadership and Organisational Development Manager

NHS East of England

**frontline**

we help you do things better

[www.frontline-service.com](http://www.frontline-service.com)