



# The Staff College Prospectus

## Leadership Solutions for a Changing World



September  
2024/2025

Staff  
College





Certificate No:203352013

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# Introduction from Jane Parfremment, Chief Executive

I am proud to be the Chief Executive of The Staff College. At our inception in 1999, our leadership development activity was primarily aimed at leaders within children's services in local authorities. However, we now work across the public sector and public serving organisations, whilst maintaining our position as the go to provider for leadership development for senior leaders within the children's sector.

The College works in partnership with those who commission and participate in our work. This allows us to provide programmes of support, training and development which have the biggest impact on leaders to improve the services they lead at a strategic level. Our approach to deeply understand the needs of our communities and our customers means we are able to tailor, pivot or bespoke our offers to truly meet the most pressing current needs whilst remaining future focussed with trailblazing initiatives, providing maximum value from the investment made.

You will see that we have offers which you can buy straight into or use as a base to develop a bespoke offer. We thrive on collaboration and understand that each organisation is different and different people have different learning needs and styles.

We hope that we make a difference across the public sector by creating confident, inclusive and courageous leaders.



# Our principles, mission statement

“You must be the  
*change* you wish to  
see in the world.”

– Mahatma Gandhi

At The Staff College, we live and breathe to support positive growth and to make a difference. We believe our work is fundamental to improving the lives of children, families and wider society. It is a privilege to work in such an important area in a complex world.

The Staff College provides professional development and leadership support for those working in public serving sectors and partner organisations, with a well-established reputation within Children’s Services and alliances within education, health and social care and adult services.

The College is a not-for-profit organisation and prides itself on reinvesting into the sector by evolving the products we provide to support the ever-changing environments throughout the UK.

We are committed to working across the breadth of public services to provide deep and enriching experiences at every level.

We are committed to public value, working in learning partnerships, and our work has been described as “inspirational” and “transformational.”

# Aims

The Staff College supports the development of leadership and management capacity across the public sector, public service organisations and partner organisations. Through this, we aim to make a fundamental difference to the workforce and improve the lives of our communities, children, young people and families we work with.

## The Staff College seeks to:

- Develop current and future leaders.
- Provide timely and appropriate CPD opportunities for all leaders within children's services, local authorities and the broader public sector.
- Horizon scan and anticipate emerging challenges for the sector.
- Support and lead on new developments to meet these challenges.
- Be instrumental in developing the "collective intelligence" of the sector.
- Respond to systemic and organisational changes.

# Where we work

The Staff College works with public serving organisations across the UK and has developed strong partnerships with organisations who share our values and ethos.

Additionally, the College has a close strategic partnership relationship with Research in Practice and a memorandum of understanding with The Royal Society of Arts which has resulted in joint publications of research and think pieces.



## Our Mission

To positively impact the lives of children, young people and communities by shaping the sector workforce to be courageous, confident and inclusive leaders.

## Our Vision

To change the lives and life-chances of children, adults and communities by using our unique position within the sector to create, connect and develop inspiring leaders by being the preferred provider and partner for public services.

## Our Culture

We appreciate what matters to those we work with whilst pushing boundaries of thought. We work collaboratively, with integrity and compassion, to:

- Create safe and reflective spaces so people can explore and develop their leadership.
- Achieve equity, diversity, inclusivity and equality across the workforce and leadership landscape.
- Learn constantly, seeking out fresh thinking and innovative 'rebel' ideas to create new opportunities for practice and learning to flourish.



# Who we support

*We provide expert and comprehensive support for a wide range of roles and people. Are you one of these people?*

## → Leaders and Managers Across Organisations

Our versatile, imaginative and focussed programmes are suitable across a wide range of organisations. Where systems leadership creates connected opportunities, the potential for you is limitless. Leadership is more than a title - we inspire individuals, teams and organisations to grow, flourish, and deliver.

## → Chief Executive

The role of Chief Executive in public serving organisations is vitally important – the management leader of large and complex organisations that make a tangible difference to the lives of people locally.

## → Strategic Directors

Strategic Directors are responsible for a broad range of complex functions and systems leadership on behalf of their children, communities, or places.

## → Assistant Directors (ADs)

The AD role is key in the strategic leadership of services in public serving organisations. They work with teams as part of a senior leadership approach to ensure services make a positive impact on communities.

## → Heads of Service (HoS)

A HoS, leads, oversees, and motivates teams in a specific service area, with direction, improvement, relationships and action at the heart of the role.

## → Service and Team Managers

Key people who plan, coordinate and lead teams to deliver on specific areas.

## → NHS Integrated Care Systems teams

An ICS brings NHS providers, Clinical Commissioning Group (CCGs), local authorities and voluntary sector partners together to collaboratively plan and organise how health and care services are delivered in their area.



# How we work

## The Staff College Team

Our staff are here to provide support and answer your questions. We have a number of staff across The Staff College in all of our key areas.

### Core Team

*hello@thestaffcollege.uk*

### DCS Leadership Team

*dcsleadership@thestaffcollege.uk*

### Inclusive Leadership Team

*inclusiveleadership@thestaffcollege.uk*

### Bespoke Team

*hello@thestaffcollege.uk*

### Organisational Development Team

*coaching@thestaffcollege.uk &  
hello@thestaffcollege.uk*

## Board

We have a committed and experienced Board at The Staff College. As well as sharing their invaluable insights, guiding our team, and championing our programmes, they provide an important role of governance.

## Associates

Our Associates are at the heart of the organisation. We have 60 associates who are skilled and experienced in supporting the capacity of local authorities and other organisations, their partnerships and networks. Their work is fundamental in improving outcomes through our leadership programmes, our coaching and mentoring offer, through research and analysis, and through our learning partnerships.



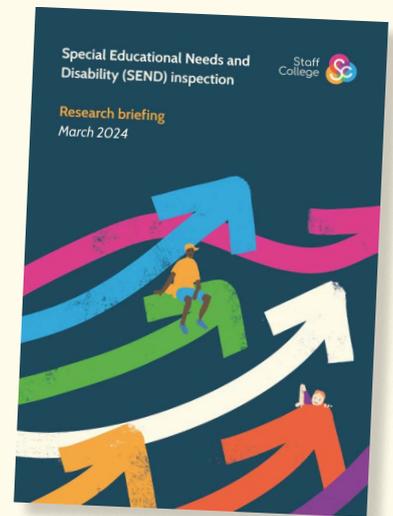
# Some of our publications & resources



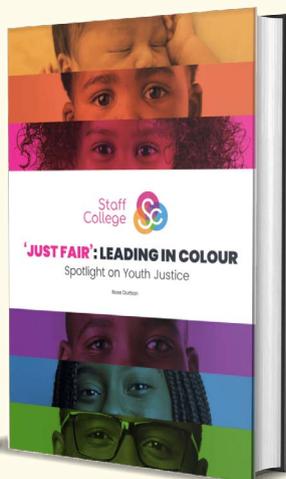
**'Just Home': Leading in Colour**



**Turning the Tide:**  
A study of place-based school partnerships



**Special Education Needs and Disability (SEND) inspection:**  
Research briefing, March 2024



**'Just Fair': Leading in Colour**  
Spotlight on Youth Justice



**Leading in Colour:**  
The fierce urgency of NOW



**Leading for Longer:**  
Factors impacting on the turnover of Directors of Children's Services.



Find out more:  
[thestaffcollege.uk/publications-articles/](https://thestaffcollege.uk/publications-articles/)



## VUCA Video and Toolkit

We work in a world that is VUCA - Volatile, Uncertain, Complex, and Ambiguous. To support you, we have developed an imaginative resource to help you to navigate through VUCA environments.

We have produced a video using the metaphor of navigating at sea - an appropriate and fitting way of looking at the leadership journeys we take. To support this, we have a toolkit with practical and creative resources for you to use. They are like leadership navigation tools, ways of supporting our guidance and direction.

The VUCA video and toolkit is available to clients working with us and is part of programmes that we deliver.



Vuca at sea video



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)  
[vuca.thestaffcollege.uk](http://vuca.thestaffcollege.uk)



# Future Schooling

Schools are one of the few points of stability in the lives of so many of our children and young people. Evidence tells us that when young people experience a sense of purpose, connectedness and belonging in school, they perform better academically, their teachers feel more professionally fulfilled and their families accepted.

This stage and “preparation for life” for children and young people is increasingly fraught with social, economic and political challenges that stem from an increasingly volatile, uncertain, complex and ambiguous world. In such a world, in which turbulence and unpredictable events are no longer exceptional, it seems clear that national and local schooling systems will need to equip our young people with the skills and attributes to build stronger networks, new alliances and an increasingly diverse “toolbox” of principles, ideas and strategies if they are to successfully navigate the transition from child to adulthood.

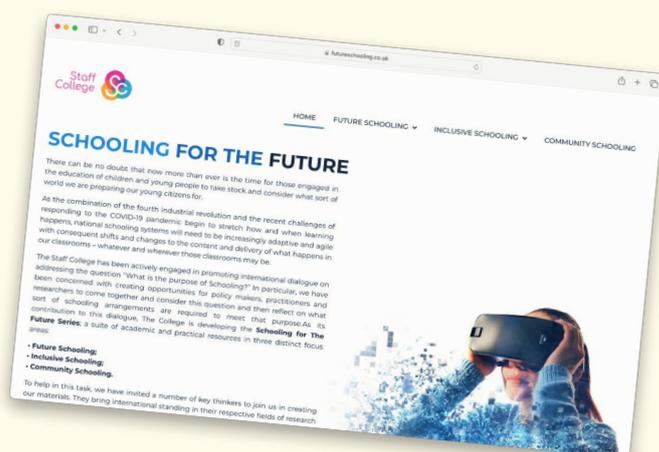
The challenge would appear to be: how can we create meaningful learning experiences; experiences which create opportunities for children and young people to make sense of the world around them; experiences which help them to prepare themselves to become confident, resilient and contributing local, national and global citizens?

While central government sets the national framework, local government plays a significant role in shaping the conditions for schooling in their communities; working in partnership with early years’ settings, schools, colleges, local communities, and other agencies - to champion equity of provision,

promote inclusive practice and foster the conditions for school belonging and connectedness.

So, whether you are a policymaker, a headteacher or have a senior role in improving the learning outcomes for children and young people, this programme of work provides the opportunity with peers to consider and review the policy, practice and purpose of our schooling systems.

To find out more, visit [futureschooling.co.uk](https://futureschooling.co.uk)

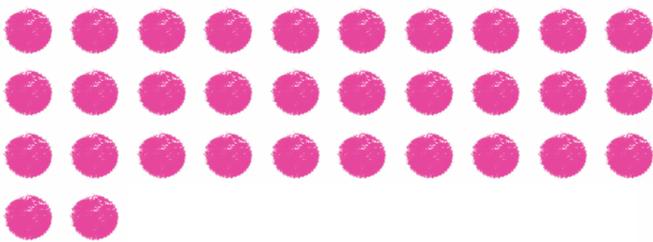


Find out more:  
[futureschooling.co.uk](https://futureschooling.co.uk)

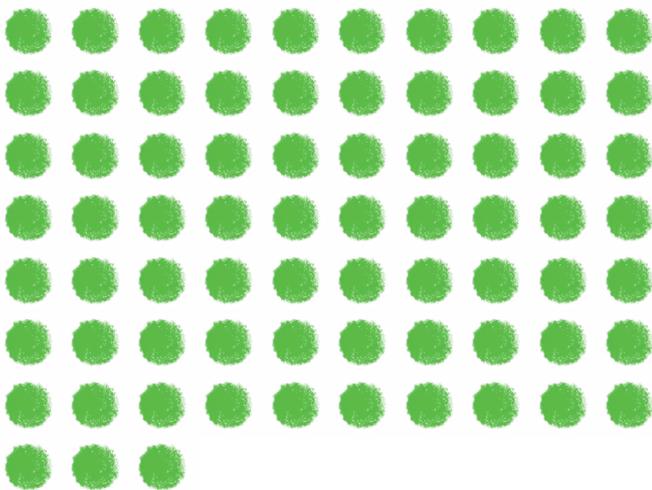
# Our programmes

In 2023, we delivered 162 sessions in total.

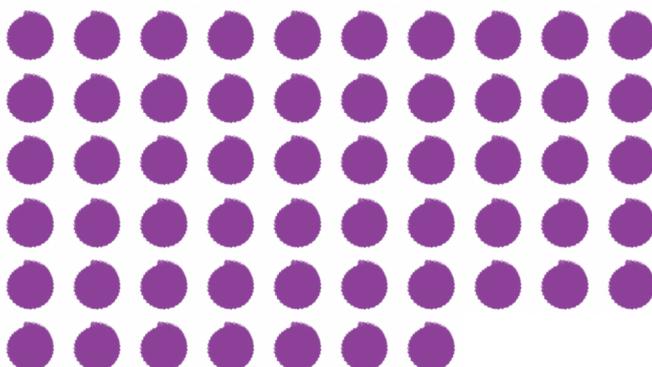
**32** DCS Leadership Programme sessions



**73** bespoke sessions



**57** inclusive sessions



**3287**  
attended a session

**80**  
virtual sessions

**82**  
face to face sessions

# Overview of our programmes

The Staff College offers a range of programmes as part of our core provision. Our training covers all you will need to improve your leadership skills. We offer a range of programmes to suit your needs, whether that be thematic programmes, bespoke requirements or broader coaching and mentoring. We are always keen to develop new programmes as well to meet your needs.

## Our range of programmes includes:

### Directors of Children's Services (DCS) Leadership Programme

Page 16

*(funded by the Department for Education)*

Our flagship programme encourages new and aspiring Directors of Children's Services to become inspirational leaders and the positive change-makers the UK's young people depend upon.

## Inclusive Leadership

### The Black and Asian Leadership Initiative (BALI)

Page 18

Is designed to explore the obstacles and barriers facing Global Majority leaders, and give them the knowledge, skills and strategies to overcome them.

### Just Home & Just Fair

Page 20

### Leading in Colour

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### Let's Talk about Race and Culture

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### Cultural Competence Training

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### Book Clubs

Page 23

### Women In Leadership (WiL) and Inspiring Women In Leadership (IWIL)

Page 24

Are designed to create a safe space for women to connect, share their experiences and learn how to thrive and strive as leaders in their own workplaces.



## Bespoke

### Working with the College as a key partner

Page 27

*(consulting partnership)*

### Area-based Partnership development & Strategic Support

Page 28

As The Staff College grows in its impact and breadth, we are keen to explore new programmes and commissions with organisations across the public, private and third sectors. We are a learning organisation - and we are committed to growing new and diverse programmes that make a difference.

● **Leadership Development Programmes** Page 30

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● We can provide bespoke programmes that meet your specific needs. These involve contextualised direct delivery and facilitation of training and development programmes, workshops and action learning sets, supported by web-based resources & e-learning facilities.

● **Staff College Consultancy** Page 32

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● **Staff College Research** Page 33

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**Coaching & Mentoring** Page 34

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We have an extensive pool of associate colleagues who can support local authorities and other organisations in improving outcomes for children, young people and families through experienced and expert coaching and mentoring approaches. Coaching and mentoring is often part of other programmes, and can also be delivered as a specific support.

**Futures Planning** Page 36

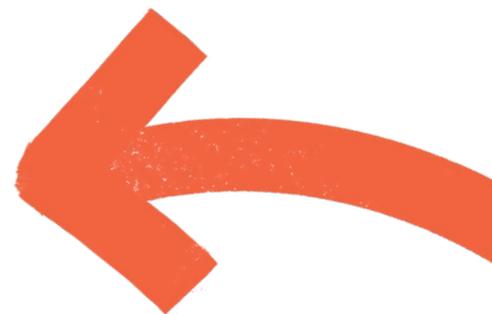
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Futures tools, such as Scenario Planning help organisations with strategic decision making and help make better plans based on plausible futures. Our approaches are innovative, engaging, and collaborative, and focused on leading for better future outcomes. These are great resources to immerse workers in the future and rehearse what we need to do differently today.

**Special Educational Needs and Disabilities (SEND) Leadership Programmes** Page 38

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Working in partnership with the National Development Team for Inclusion (NDTi), The Staff College offers this comprehensive programme designed for ambitious leaders keen to improve life outcomes for children and young people with SEND and their families.



**Online Festival of Learning** Page 39

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The Staff College Festival is an annual online event, formerly known as the Blue Sky Thinking Festival. It is a unique chance to grow your network, exchange knowledge, and collaborate with fellow leaders. Consisting of between 25 and 40 online sessions, this gives you a chance to sample some of the things the College is delivering and to get a glimpse of future programmes being developed.

**Event Management** Page 40

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At The Staff College, we organise events that provide support for a range of organisations.

# Directors of Children's Services (DCS) Leadership Programme

The College has a long history of supporting senior leaders within the children's sector. The New and Aspirant Directors Programmes has been a constant offer from the College for a number of years now. The current programme is funded by the DfE and is aimed at those who are potentially looking to step into a DCS role within the next three years. The programme covers a wide range of topics and

participants are given support from a number of different elements.

They undertake a 360° analysis against a set of leadership behaviours, receive a learning mentor who is a serving DCS, have regular 1:1 calls with facilitators as well as receiving feedback from our full-day immersive learning experience.

## The Aspirant programme is split into 3 main elements:

### Deliver

- Self as leader
- Role of DCS & Ofsted
- Leadership models
- Effective communication

### Build

- Inclusive leadership
- Corporate world
- Political world

### Partner & improve

- System leadership
- Building alliances & partnerships
- Innovation and change
- Engaging communities

The programme has a number of sector organisations and serving DCSs contributing to the programme. Participants are offered coaching and the option to obtain a formal accreditation after the programme has been completed.

The College also offers support to DCSs and in particular, those new to the role. The DfE funded

New DCS Programme gives support to new DCSs for two years with regular support in the first year. The College ensures that all new DCSs are contacted immediately when they start in role and set up 1:1 support with one of our programme facilitators, who are all ex-DCSs. We offer monthly sessions which cover a wide variety of topics including SEND, finances, media and working in a political context.



Find out more:  
[dcsleadership@thestaffcollege.uk](mailto:dcsleadership@thestaffcollege.uk)  
[dcsleadership.co.uk](http://dcsleadership.co.uk)

You might also be interested in **inclusive leadership programmes BALI (page 18) & WIL (page 24)**

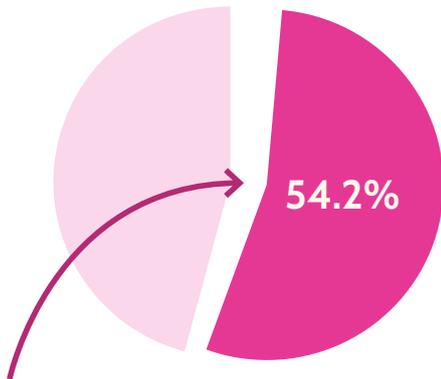


# 86.5%

of current DCSs are involved with The Staff College in at least one of the following ways:



- On the Board / Facilitator
- Delivered on DCS Leadership programmes
- Participant of the DCS Leadership programme
- Alumni of other Staff College programmes
- Commissioned work
- Pending associate
- Mentors on DCS Leadership programme (past & present)
- Other (Advised on Leading in Colour but did not deliver)



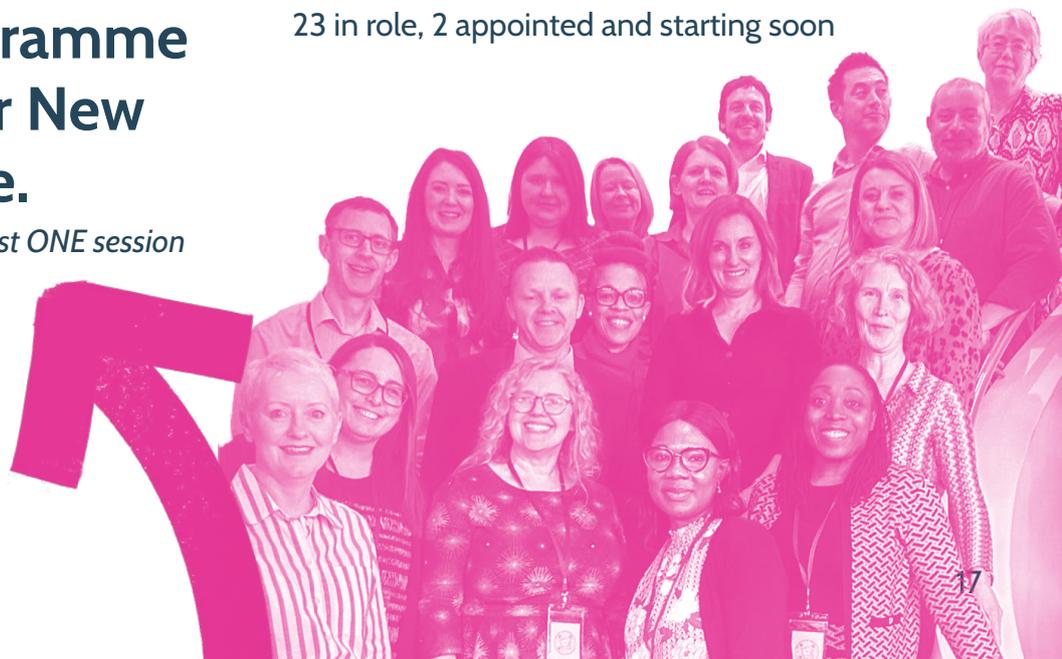
**84/155** DCSs have participated\* in the DCS Leadership Programme Aspirant and / or New DCS Programme.

*\*Participated - ie. attended at least ONE session*



**25 current DCSs** were a participant on the Aspirant Leadership Programme.

23 in role, 2 appointed and starting soon



*\*Statistics as of August 2024*

# Black & Asian Leadership Initiative (BALI) Programme

## Inclusive Leadership

The Staff College is committed to the development and embedding of equity, equality, diversity and inclusion principles into practice, by facilitating a greater understanding around inclusive leadership and cultural competence.

Our programmes are co-created and built around a shared sense of moral purpose, social value and compelling supporting narrative drawing from lived and living experience, underpinned by robust governance and accountability.



“I thoroughly enjoyed this development opportunity and have never experienced this level of oneness, whilst being challenged and self accountable. The facilitators were exceptional, experienced and absolutely amazing.”

– Adoption England BALI, 8th–9th February 2024

“The BALI programme was such a thought-provoking experience and training that I would say is unique to any other I have been on in my 15 years of social work.”

– Group Manager, London Borough of Havering

A survey we carried out at our BALI alumni event in June 2023 (77 responses) found that:



Our BALI programme is one of our longest standing programmes, established in 2012 to explore the obstacles and barriers Global Majority leaders face within the public sector. It provides a psychologically safe space to acknowledge challenges and explores ways to support growth, knowledge, and strategies to overcome challenges.

We recognise that Global Majority leaders and practitioners are not a homogenous group and the practice of Cultural Competence is integral to the programme's approach, where all cultures are recognised and the additionality of individual cultural paradigms are welcomed. BALI is delivered as an all-Black safe space for participants which gives all participants the confidence to be themselves and have candid discussions without feeling a need to moderate their views for the comfort of others.

BALI is a **3 day programme** with day 1 & 2 running concurrently and day 3 approx. 2/3 months later to allow reflection and learning to be applied into practice.



Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)

### The programme aims include:

- Provide strategies to help participants overcome barriers and enhance skills to be able to thrive as a Global Majority leader.
- Provide a safe environment to consider how personal and professional experiences of covert, overt and institutional racism have and do impact.
- Enable participants to learn about and try out for themselves different leadership approaches and understand how these relate to their own values and principles.
- Ensure participants develop their own personal learning plan in order to help them progress in their careers.
- Provide the opportunity to develop a trusted and active network of global majority colleagues.

In addition to the national BALI programme, we offer bespoke programmes on an organisational, sector, or geographical footprint.

### You might also be interested in: The BALI Network

This network is for all black and white colleagues who want to see clear change in the diversity of leadership at all levels of services and who are prepared to work to achieve this, together.

The BALI Network is **free to join** and open to all, our only request is you agree to the house rules. The BALI Network Webinars are on the last Wednesday of every month 12:30pm – 2pm. Find out more at [thestaffcollege.uk](http://thestaffcollege.uk)



# Just Home

## Inclusive Leadership

### Just Home – Leading in Colour Spotlight on Permanence for Global Majority Children

The Staff College in collaboration with the Adoption and Special Guardianship Leadership Board (ASGLB), came together to pilot and roll out focused sessions for strategic leaders and managers to better recognise barriers, and identify solutions that will attract and motivate forever families to meet the needs of Global Majority children in the care system, now and in the future. While our work focused on adoption, our learning is relevant to foster care, kinship care and special guardianship.

This briefing, 'Just Heart, Just Hope, Just Home', is simply but powerfully about global majority children in care, their lives and their life chances, their traumas and their needs and the inescapable facts that:

- Black children are over-represented in the care system.
- Black children wait longer for adoption than white children.
- Black children are the least likely to achieve the lifetime stability and permanency of a loving family through adoption.



'Just Home':  
Leading in Colour



Find out more *Just Home*  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)

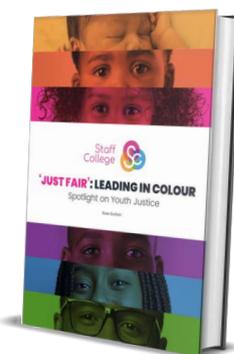
# Just Fair

## Inclusive Leadership



'Just Fair' is both an urgent call to action and a helpful resource to support and challenge leaders to find ways to enable black children to grow up safely and well in local communities and stay out of the Youth Justice System.

Youth justice is simply but powerfully about children, their lives and life-chances, their traumas and their needs. As a racially just leader, what will you do NOW to make sure that locally, 'Just how it is' is 'Just Fair' for every child?



'Just Fair': Leading in Colour  
Spotlight on Youth Justice



**“Thinking individually and collectively about how to take our motivation, commitment and learning forward to achieve timely permanence for global majority children - including the recruitment and support of global majority adopters.”**

– Just Heart Just Hope Just Home Session 4,  
Adopt Birmingham, 24<sup>th</sup> June 2024



Find out more *Just Fair*  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)

# Leading in Colour

## Inclusive Leadership

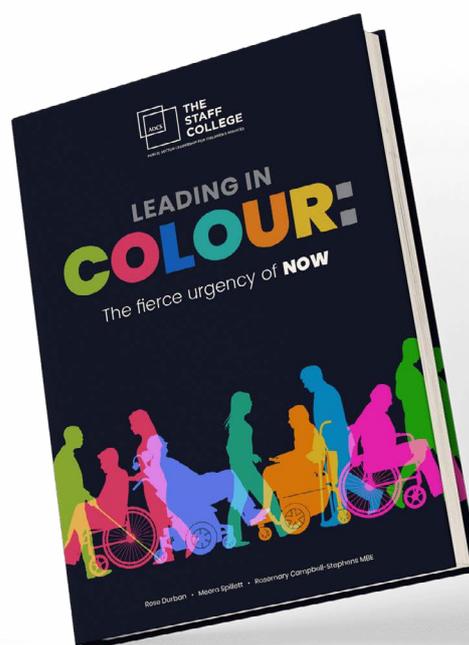
'Leading in Colour - the fierce urgency of NOW' is primarily aimed at white senior leaders across the public sector, and is of interest to all leaders. In particular, it offers Chief Executives, Council Leaders, Partnership Boards, and their teams, strategies to combat racism, create and sustain fairer workplaces and communities.

We have developed a series of sessions to complement the publication and help leaders take action. You can pick which sessions suit your organisational agenda/context and tailor the session to suit your needs, for group sizes of 7 to 40 people.

- Black staff and communities have waited many times for these changes to happen and endure. Many of your staff do not believe change will come in their lifetime and they are tired of lip service or nominal change that soon fades away.
- What actions and risks are you prepared to take personally to create and sustain fairer workplaces and contribute to fairer communities?
- What will you do today?



**“Staff look to their leaders to lead the charge and champion the change towards fairer workplaces and fairer communities. The reality and disappointment for many is that this doesn't seem to be a corporate priority and, for them, it feels like their top leaders are missing from the debate and its ensuing action”**



Leading in Colour:  
The fierce urgency of NOW



Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)



# Let's Talk about Race and Culture

## Inclusive Leadership

This workshop enables participants to reflect on what it means to be and stay and practice as an inclusive, fair and racially just leader and champion, acknowledging that everyone has their own unique experiences of discrimination and privilege.

Participants will be supported to articulate their personal commitment to taking actions and risks to challenge inequalities, racism and injustice.



**“It's important to go into depth in a particular area of equalities such as race instead of it getting lost in general equalities training.”**



**“We need to engage each other on the history of capitalism and racism if we're to overcome it.”**

### The programme explores:

- Intersectionality when looking at discrimination affecting colleagues and communities.
- The fluidity of language about race and understand the different perspectives that exist and how to build confidence in the language they use.
- Trust and mistrust in this space, including micro-aggressions.
- How Cultural Competence can be used at a personal, practitioner, leadership and organisational level to improve practice with colleagues and meet the needs of culturally diverse citizens and communities.
- The qualities of inclusive leadership, organisations and partnerships, and the conditions for them to thrive. What do they look like, feel like and behave like in practice?
- Recognise and understand the dissonance that can exist between organisational rhetoric and what is happening in reality.
- The opportunity to highlight any areas for further development.



Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)

# Cultural Competence Training

## Inclusive Leadership

This training aims to help colleagues understand what Cultural Competence is and how it supports continuous learning and development for all staff, as well as promote organisations to become and stay culturally competent. Participants are given the reflective space to understand the various iterations of cultural intelligence, cultural literacy, cultural humility and look at the difference between them in terms of understanding, engagement and desired outcomes. The programme outcomes include:

- Demonstrate the relevance of Cultural Competence to organisations and partnerships and help participants to consider how to reflect anti-racist and anti-discriminatory actions in and across all their work.
- Explore and understand the concept of intersectionality and consider all those with protected characteristics and wider groups and how this supports inclusive leadership, practice, development, partnership approaches and commissioning.
- Explore the fluidity of terminology around 'race' and other narratives like 'woke', 'cancel culture' etc.



**“Inclusion is not bringing people into what already exists; it is making a new space, a better space for everyone.”**



Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)

# Book Clubs

## Inclusive Leadership

The Staff College offer book club type workshops which provides the safe space for a guided/facilitated approach to learning, giving participants the time to reflect and learn at a personal, organisational and/or at partnership level.

We use various resources which range from our own think pieces and publications to specifically requested pieces.

The sessions allow the opportunity to explore key learning themes, and identify key actions points which can be presented back to clients after the sessions are completed, and made into priorities to work towards, or can be a confidential space solely for reflection, learning and growth.



**“The wheel of power and understanding where I fit on this and where I am not comfortable was something I took away.”**



Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)

# Inspiring Women into Leadership (IWIL)

## Inclusive Leadership

### Workshop

This workshop is aimed at women who may be at a crossroads in their career and interested in exploring the possibility of moving into management / leadership positions.

The purpose of the workshop is to shine a light, reflect and discuss what it means to be a woman in leadership.

Some of the topics which will be covered:

- How to navigate the move into more senior positions in the ever-changing leadership landscape.
- Understanding the value women bring to leadership positions and the workplace.
- How this differs depending on the journey and stage you're at personally.
- The barriers you may face.
- How your mindset matters.
- Imposter moments; avoiding the superwoman role and looking after your wellbeing.
- Tips on reframing.
- Getting to know yourself.
- Planning next steps.

What we know for sure is that facing these things together is our strength.

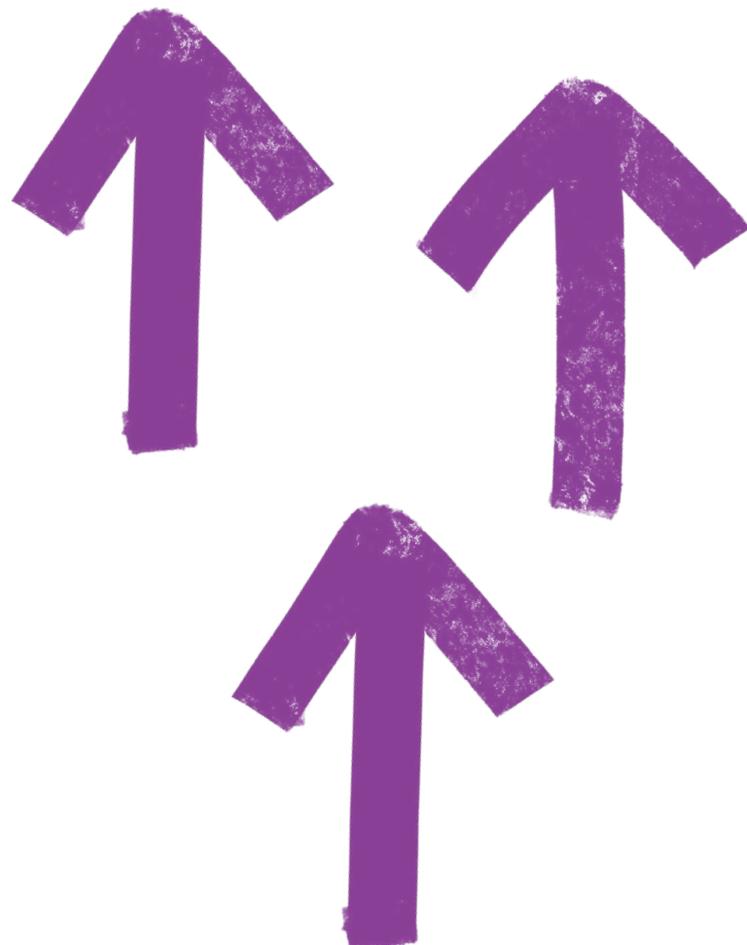


Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)



**“The 2 days were such an inspiration to me. Not only did it resonate so much with my experiences but helped me think about my leadership and the challenges I’ve had. I wish I had known this stuff years ago, having a course like this for women thinking about going into leadership would be powerful. Thank you so much.”**

– Testimonial from WiL Participant -  
and part of the motivation behind the design  
of this programme



# Women in Leadership (WiL)

## Inclusive Leadership

### 2-day programme

Our core offer 'Women in Leadership' is a 2-day programme, aimed at women who are in leadership positions interested in identifying, exploring and developing strategies to deal with internal and external barriers to career progression and leadership.

Seize the chance to engage and learn with women working in a variety of sectors and roles, drawn from different ethnicities, backgrounds and geographies and share experiences, perspectives.

Our aims and objectives are about YOU being and staying a more confident leader by:

- Developing strategies for successfully dealing with these challenges.
- Understanding the organisational landscape for women and the barriers to women's leadership.
- Equipping you with a better understanding of how you show up in the system, empowering you to carry out and lead change more effectively.
- Accelerating your organisation's progress towards inclusion and diversity.



Find out more:  
[inclusiveleadership@thestaffcollege.uk](mailto:inclusiveleadership@thestaffcollege.uk)



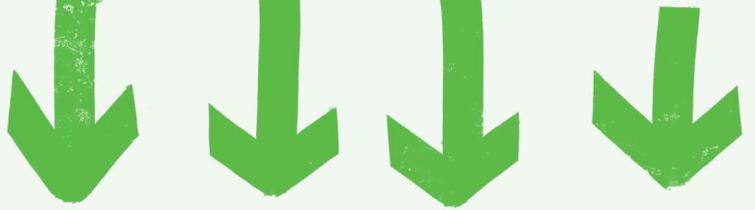
“The course met my expectations and more. I actually feel more ambitious and confident since attending. I really liked the way in which we were encouraged to be our authentic selves, rather than align ourselves to identities that don't ring true for us. I also liked exploring the way that women manage differently and gender mind sets.”



“This was a thought-provoking course with a lot of practical tips on how to develop as a female leader. The activities were very helpful in bringing meaning and making the session ideas / objectives tangible.”



# Bespoke Programmes

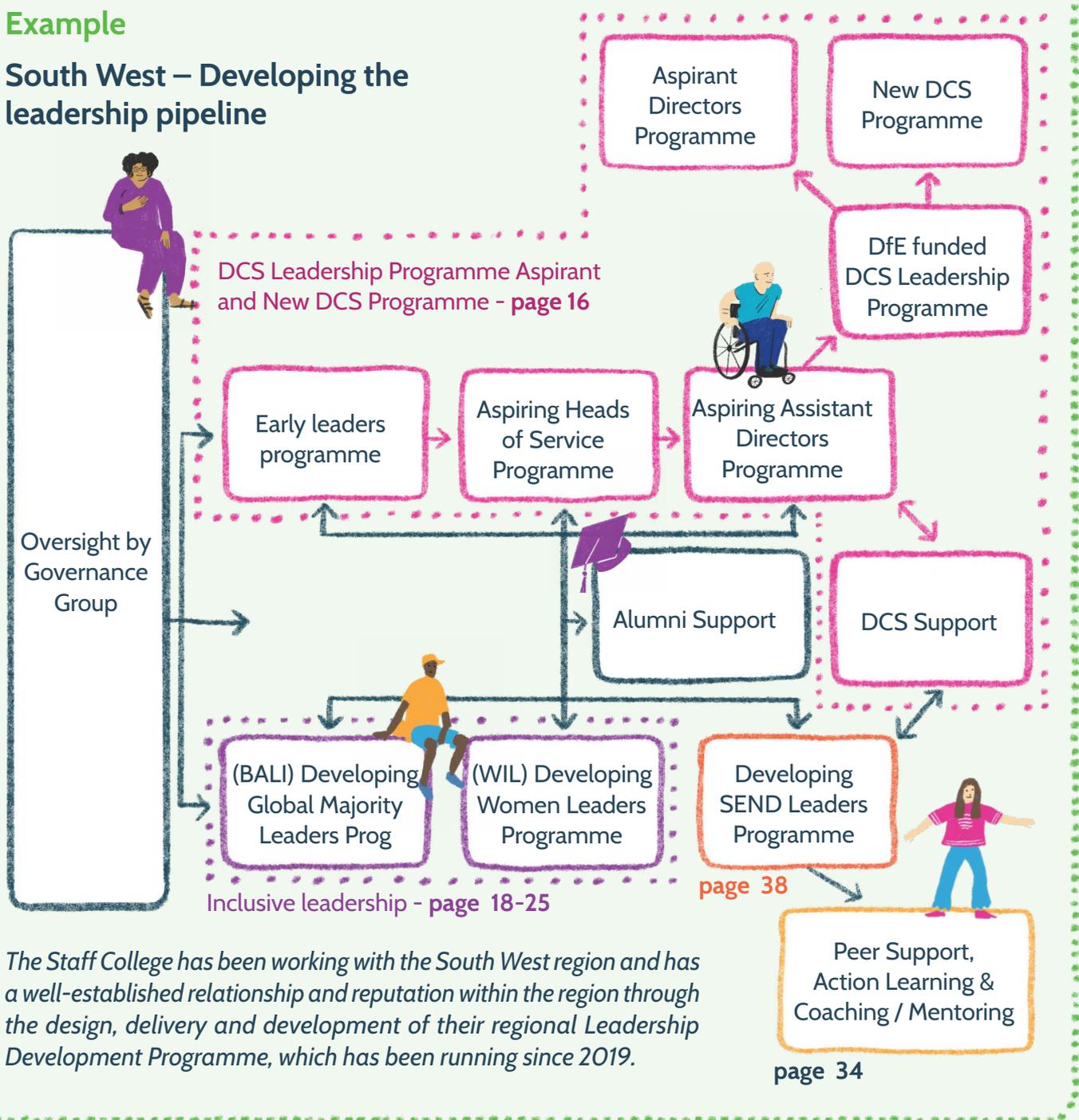


At The Staff College, we are keen to explore new opportunities. Our guiding principles and purpose must always remain at the heart of our programmes and any new commissions, but we believe our experience, expertise and skills are transferable across the wider public sector, third sector and private sector.

Whether it is how to grow when working in a complex and uncertain environment, exploring EDIE in your context, developing transformational leadership, benefitting from coaching and mentoring, using innovative scenarios to plan for the future, or many more areas, we can provide opportunities to meet your needs.

## Example

### South West – Developing the leadership pipeline



The Staff College has been working with the South West region and has a well-established relationship and reputation within the region through the design, delivery and development of their regional Leadership Development Programme, which has been running since 2019.

# Working with the College as a key partner (consulting partnership)

## Bespoke

The Staff College offers breadth and depth in the support it can offer your team, your organisation, and your system. We like to develop deep-rooted partnerships with organisations where we bring our skills, expertise and capacity to support you wherever and whenever you need it. You can curate a partnership with the College around leadership, EDI, service improvement and research.

Through our partnership model of working, we will:

- ➔ Be a critical friend, travelling alongside you on your journey, providing advice, challenge and insights.
- ➔ Work collaboratively with you to discern what needs to change and how.
- ➔ Support culture change, mindset and behavioural changes throughout your organisation and wider system.
- ➔ Support leaders, practitioners and managers who have specific roles.
- ➔ Bring together evidence, good practice and insights from elsewhere and work with you to connect that to your experience.
- ➔ Help you capture, synthesise and disseminate your learning as you travel.



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)



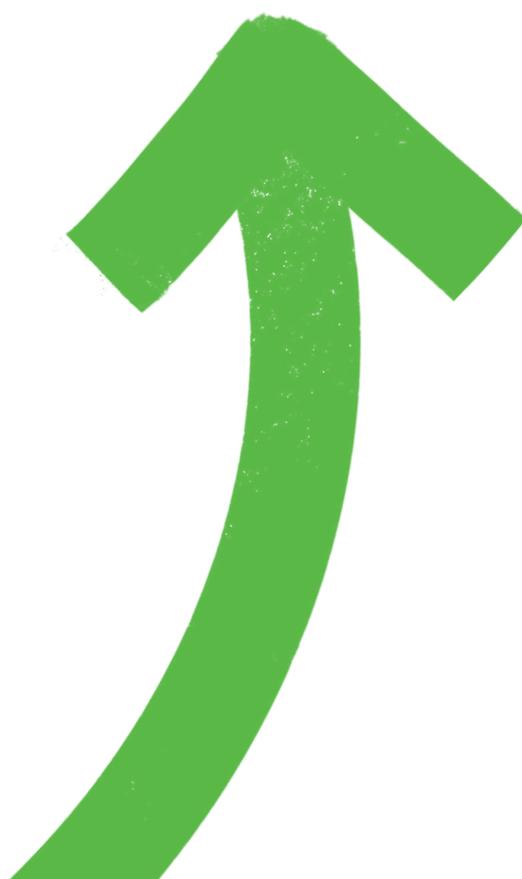
**“A great day. Good to have time out to reflect with others. I’m excited to continue this journey with all the others.”**

– Torbay Leadership Development Programme  
Children’s Services Managers, 12<sup>th</sup> June 2024



**“Instilling confidence in being an effective leader in line with me and my organisations values.”**

– Cheshire East Leadership Development Programme, 5–6<sup>th</sup> June 2024



# Area-Based Partnership Development and Strategic Support

## Bespoke

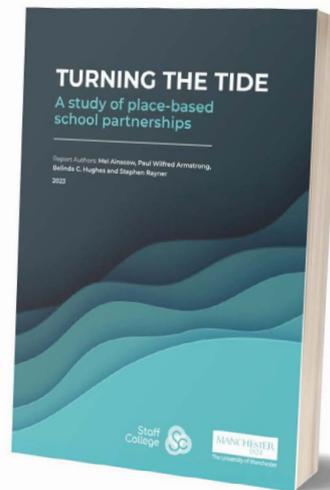
At The Staff College, we have been committed to championing excellence through equity in education since our inception in 1999. We believe that addressing the needs of those who find learning and socialisation most difficult benefits the entire school community. This belief, combined with our fundamental belief that children and young people learn best when they feel valued, respected and included, has guided our school improvement work.

The Staff College is currently working with a number of local authorities and organisations in local areas to support the development of sector-led and system-wide approaches for transformative change, including area-based partnerships. These are built around a shared sense of moral purpose and compelling supporting narrative, underpinned by robust governance and accountability.

**We believe that addressing the needs of those who find learning and socialisation most difficult benefits the entire school community.**



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)



**Turning the Tide,**  
A study of place-based  
school partnerships

To support our approach and system-wide change, the College, in partnership with The University of Manchester has recently published, “Turning The Tide: A Study of Place-based School Partnerships”. This report proposes an approach based on area or locality school-led partnerships supported by active and engaged local authorities acting as system curators. We believe that local leadership with a sense of collective responsibility is a necessary component of a socially just and effective school system. Achieving excellence requires equity.

Facilitation from the College can help local leaders to develop a compelling vision and ambition across the wider learning community which achieves equity and excellence for **all children and young people** by:

- ➔ Reviewing the strength of local partnership arrangements and further opportunities for increased LA/school/ broader system collaboration.
- ➔ Reinforcing shared moral purpose and ambition.
- ➔ Creating a shared vision based on inclusion, equity and excellence for all children.
- ➔ Agreeing the key strategic tasks to develop and sustain a strategic board/ partnership to deliver a local system where no child is left behind.
- ➔ Supporting local leaders and enabling them to model and lead cultural change and a shift towards inclusion, equity and excellence across the local system.



**“I learned lots about the organisation and our shared priorities. The conversations were rich and gave me insights into colleagues”**

**– Torbay Corporate Leadership Development Programme Leading for Children, 30th May 2024**



# Leadership Development Programmes

## Bespoke

We have significant experience in co-developing and facilitating system-wide, multi-faceted leadership development programmes and currently lead the consortium that delivers the DfE commissioned national Aspiring and New Director of Children's Services programmes. We are instrumental in championing, developing and supporting courageous and diverse leadership focused on excellent outcomes for children, young people and families.

Our Leadership Development programmes - typically aimed at senior, middle and aspiring leaders - have been described as "inspirational" and "transformational". Our programmes are carefully designed, covering key areas such as systems leadership, managing volatile and complex environments, building trust and relationships in and across teams, developing 'coaching habits' for the workplace, managing change, planning and delivering for improvement, and using data and evidence to deliver positive outcomes. We know how it feels to be a new and aspirational leader from experience, and that helps to provide programmes that are engaging, relevant and empathetic.

Our programmes range from 2 – 8 days, and each session will build naturally into the next one, with all learning embedded and informed by:

- ➔ **An ongoing Leadership Challenge** Participants engage in a real-time leadership challenge either individually or as a group to enhance the learning from the programme and to make real change in their own system. From experience, we have found this encourages individuals to utilise best practice, building on the strengths of participants to create a sustainable and supportive culture.
- ➔ **Learning resources via an online portal** A wide variety of support frameworks and tools that will provide the glue for learning in the programme. This will include the rich and comprehensive VUCA resource which is explored in the programme.
- ➔ **Action Learning Sets** Groups facilitated by experienced trainers from The Staff College, creating a rich and reflective leadership space.



**“Fantastic couple of days with brilliant people. Loved the style of facilitation and the expectation to step outside of your comfort zone. I’ve learnt so much.”**

– South West Regional Leadership Development Programme Aspiring Heads of Service –  
Cohort 3, 3<sup>rd</sup> & 4<sup>th</sup> July 2024



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)



Our programme provides a connected, cohesive and agile approach to strengthen leadership capabilities for your staff, to improve practice by enhancing professional pride, credibility, building trust, integration and confidence across the team and within the organisation.

All our programmes go through an intensive co-production stage to ensure it captures local context and culture, and speaks to nuanced development needs. While we have the initial foundations established for our development support, we always offer flexibility around meeting your needs and see the importance of remaining agile and adaptable.

We work with a number of local authorities and organisations across the UK who have successfully commissioned leadership programmes with us, and we are expert at developing programmes that are bespoke to your needs. Whether it is specific areas of leadership development, a theme or topic that you want to explore further, a new team that is coming together, or any other organisational requirement, we have experienced and skilled Staff and Associates that can provide support.

We work closely with you to be clear about your requirements, plan inclusively with you, and provide flexible and diverse experiences including workshops, Action Learning, 1-2-1 sessions, and coaching and mentoring, all designed to meet your outcomes.



**“At the time of attending the programme, I had not long stepped up into a Head of Service role, and I really benefitted from the opportunity through action learning sets to reflect on my social work journey, and some of my feelings of imposter syndrome.**

**The network of support that the programme offered was invaluable in terms of building my confidence, supporting new connections and allowing me to pause and reflect on the kind of leader I was, and wanted to become, which I have now been able to take into this new role and embed in my leadership approach.”**

**– Former Head of Services, now Divisional Director, Cohort 3**





# Staff College Research

## Bespoke

With the large pool of associates with different backgrounds and experience, we can undertake a range of research which can involve different approaches. We have research specialists who can provide anything from desk-based research to a more in-depth, qualitative research project. This would always be collaborative and we would work closely with you to ensure the research has the

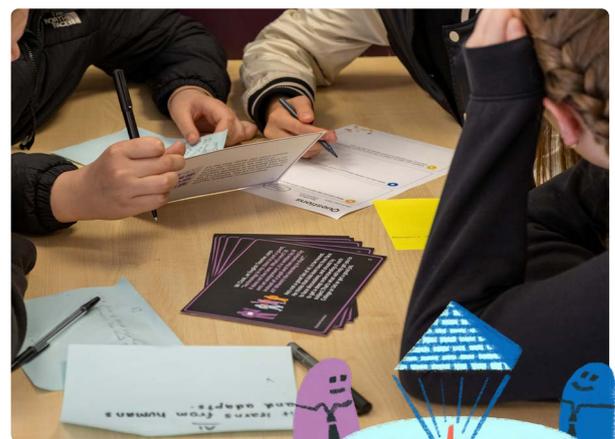
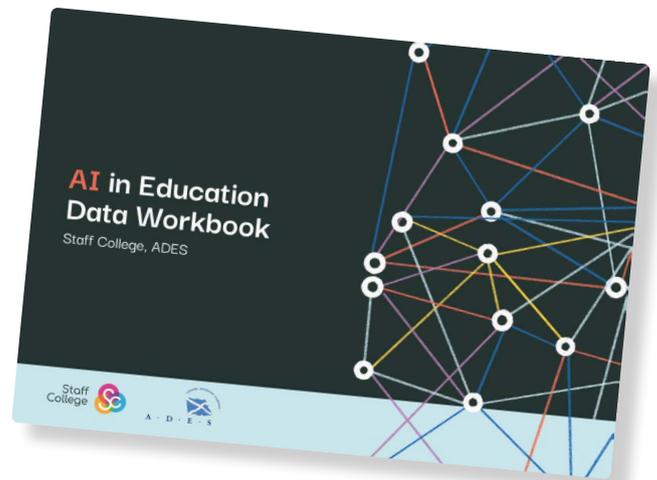
right focus and would always have touch points throughout to ensure you are kept up to date. We would always produce a report at the end of the research and present this back. We can also provide summaries and work closely with you to present the findings to a wide variety of audiences.

### Example

#### Learning Beyond Boundaries

'Learning Beyond Boundaries' is a year-long collaborative project, being led by the Staff College and ADES (Association of Directors of Education in Scotland).

The project is aimed at stimulating discussion in Scottish schools on the potential of Artificial Intelligence to enhance learning experiences. Through the immersive use of future scenarios, young people and professionals will explore their hopes, fears and aspirations for education and AI. This project will co-produce a portfolio of bespoke resources and toolkits to support future uses of Artificial Intelligence.



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)

# Coaching and Mentoring

## Coaching and Mentoring

The Staff College works with a community of qualified and/or accredited coaches and expert mentors who are skilled and experienced in supporting the capacity of organisations, their partnerships and networks, in improving outcomes through coaching and mentoring. We see coaching and mentoring sitting within the Tutoring-Mentoring-Coaching-Sponsoring continuum and we will work with you to determine where on that continuum we can best support you.

## Coaching

It is clear that in calm and turbulent times alike, coaching is an invaluable support in helping individuals to think through 'tricky issues' and generate ways to develop self and others. Our coaches will work alongside their 'coachee' in a 'safe, brave and respectful space' where they can share issues and vulnerabilities in confidence. There is solid evidence that coaching contributes positively towards workplace productivity, retention, and organisational development.

## Mentoring

We can also provide expert mentors who share the lived and professional experience of those they work with. Mentors use coaching skills which, alongside their shared experience and knowledge, enable them to give advice as well as support their 'mentee' to develop solutions of their own.

**Areas where we can provide mentoring support include:**

- Personal career development and progression.
- Development of operational and strategic knowledge and skills to enable you to be a high-performing individual in your current and future roles.
- The development of inclusive mentoring schemes as part of the embedding of inclusive cultures and practices.

**We can offer a broad range of methods of coaching and / or mentoring support including, but not exclusively:**

- Individual 1:1 coaching and / or mentoring.
- Group coaching and/or mentoring, team coaching and / or mentoring and Action Learning Sets.
- The development and delivery of coaching and/or mentoring skills workshops and programmes including supporting the development of inclusive mentoring schemes.
- Delivery of coaching and / or mentoring as part of leadership development offers and bespoke work.
- Working alongside you and your organisation on the development of a coaching culture.

We also recognise that organisations and individuals may need a single or combination of all elements to support conscious reconstruction and solution focussed problem solving. We are happy to work with you to develop a tailored or bespoke solution.



Find out more:  
[coaching@thestaffcollege.uk](mailto:coaching@thestaffcollege.uk)



“I wasn’t sure that I could really benefit from coaching or that it was something I should prioritise the time for in a busy calendar. It has been an invaluable support and in helping me to understand the organisational benefits of developing a coaching culture.”

– Coachee



“Having a mentor who understood the challenges I am facing and who could share their experience and knowledge was invaluable. It has been really helpful in helping me to develop in my current role and in thinking about what might come next for me.”

– Mentee

## Coaching Skills for Leaders and Managers Introduction VUCA Toolkit

In calm and turbulent times alike, coaching is an invaluable support in helping individuals to think through ‘tricky issues’ and generate ways to develop self and others. Developing a coaching approach to conversations can help to support others to improve performance, manage relationships, prioritise actions, develop skills, progress their career, innovate and problem solve. Coaching conversations can release the capacity and imagination of others and develop creative and innovative solutions and approaches to situations, problems, challenges and opportunities.



Find out more about the Coaching Skills for Leaders and Managers Introduction Toolkit.

[coaching@thestaffcollege.uk](mailto:coaching@thestaffcollege.uk)

# Futures Planning

Scenario planning is a strategic method used to explore and prepare for multiple potential future outcomes by creating and analysing detailed, plausible scenarios to inform decision-making. It works by identifying key uncertainties and driving forces, then developing and analysing different future scenarios for you to assess their impact and guide strategic decisions.

At The Staff College, we are experts in scenario planning, a methodology that can empower you and your teams to anticipate challenges, adapt to change, and make strategic decisions that ensure the best outcomes for children and families.

Our tailored scenario planning workshops are designed to foster resilience, innovation, and foresight, equipping your organisation to navigate an ever-evolving landscape with confidence.

We offer a range of tools and formats to suit your needs, and we have our own Scenario Planning Faculty that will be there to provide support in design, analysis, facilitation, and implementation.

## Example

**Children's Futures Matter** is a project exploring what kind of world will our children inhabit in 2035.

Of course, it is impossible to predict the realities of 2035 because there are any number of social, political and economic factors that will impact on our trajectory across the coming fifteen years.

However, England is currently preoccupied with a debate with itself about its identity and its future direction. Brexit and the politics of identity are shaping the debate, and by extension, the lives of our children and young people for many, many years to come.

**We are living in a complex world, but it is a world where children's futures matter.**

We cannot predict the future, but we can plan for scenarios that will help us to consider what we ideally want, and what we can do together to create the best outcomes for children and families.

So, we have developed '**Children's Futures Matter**', an innovative and dynamic scenario planning approach that can help you.

**Explore Children's Futures Matter here:**

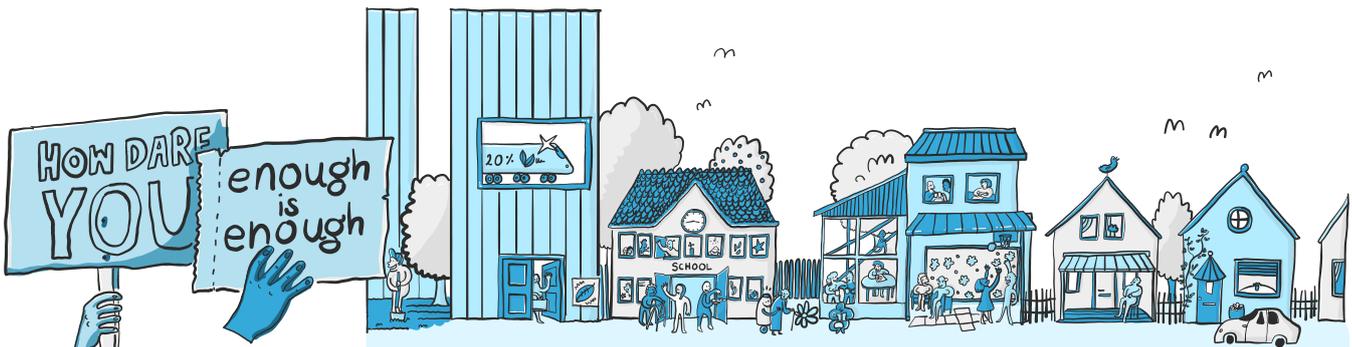


Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)





**Networked:** In this scenario, England is a country where technology is key to lifting young people's aspirations of what is possible.



**Activism:** In this scenario, England is a country that listens to, hears and loves its children.



**Left Behind:** In this scenario, England is a country where children and young people feel betrayed and confused in a country that does not work for them.



**Divided:** In this scenario, England is a country of division and inequality. It is a world where you have to have resources – money and a stable home environment to do well.

# Special Educational Needs and Disabilities (SEND) Leadership Programme

The Staff College and NDTi have been working in partnership to deliver our regional and national SEND programmes. The programme aims to strengthen leadership capabilities for SEND and improve practice through enhancing professional pride and credibility. Our long-term goal is to enhance the support and experience of children and young people with SEND and their families, and positively impact their lives and life chances.

The multi-agency programme explores specific personal leadership domains to create and nurture effective partnerships that build and sustain a successful culture across networks. We focus on approaches to achieve positive change and real impact through delivering results. All aspects of the programme come from a SEND theme/context and include content to develop leadership knowledge, skills and experience of:

- Strategic systems leadership
- Leadership with effect
- Applied leadership

Our programme is designed to:

- Provide a cohort of trained and supported SEND leaders.
- Strengthen consistency of approach.
- Support succession planning and readiness for progression.
- Promote intentional leadership that creates proactive leadership capacity for SEND.

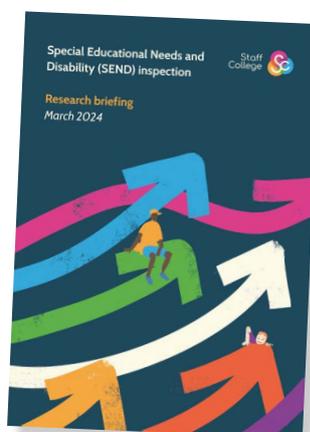
This programme is a leadership development programme for strategic leaders across Education (including MATS and school clusters), Health and Social Care (both children's and adults), and parent carer organisations who are ambitious both for themselves and for improving life outcomes for children and young people with SEND and their families.

Real change in SEND requires a deep understanding of the fundamental nature of the complex, multi-faceted and richly interconnected challenge which requires as much attention to cultural and behavioural transformation as it does to technical innovation. First and foremost, this is a challenge of leadership, shared values and collective moral purpose.



**“Useful to explore so many current issues within our SEND world. Good to be with colleagues who have local knowledge and understanding.”**

– Participant, SEND, cohort 1



**Special Education Needs and Disability (SEND) inspection, Research briefing, March 2024**



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)

# Online Festival of Learning

Our annual Festival provides opportunities to grow your network, exchange knowledge, and collaborate with fellow leaders.

This online event lasts for two weeks in February, covering a range of areas through workshops, experiences, and sessions. The event is well attended by people from a range of roles and backgrounds across Children's Services, education and beyond.



**The Staff College  
Festival 2024  
sessions scored  
4.7 out of 5.**



**“The festival was fantastic.  
Great and useful topics that are  
important and that we don't  
often get training on at work.”**



**“The festival has been great  
for both professional and  
personal reasons”**



**“Powerful session offering  
personal and professional  
challenge as well as ways  
forward and helpful resources.”**



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)

# Event Management

At The Staff College, we organise events that are aimed to provide support for a range of organisations. We are a registered events agency through our trading arm, VSC Plus and have the capacity to assist in the coordination of your events, which can range from long-term programmes to smaller 1-day events and whether it's for 10 or 1000 people.

We have a team who have experience of delivering end-to-end event management and can provide a full range of services. This would include:

- ➔ **Venue sourcing & venue management.**
- ➔ **Marketing and promotion using our in-house marketing team and designers.**
- ➔ **Sourcing expert speakers using our vast network.**
- ➔ **Delegate management including online bookings and taking payments where required.**
- ➔ **Arranging other suppliers such as AV hire, merchandise, printing and any other service that might be required for the event.**
- ➔ **Full on-site management at the event itself and then post-event evaluation and reporting.**

Throughout the whole process, we ensure regular communication with you meaning you can always be sure that the event is taking shape the way you want it to. We take all the stress away from you which allows you to focus your attention onto other things. We can offer a full end-to-end event management service or just provide elements of support throughout, including free venue sourcing.



Find out more:  
[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)

## Example

### ADES Annual Conference

This conference for over 100 people is fully managed by VSC Plus in collaboration with ADES. The residential event spans over two days and includes plenary sessions, workshops, a sponsored drinks reception and dinner. We manage the whole process from start to finish, including venue sourcing and management, delegate management including taking online bookings/payments, arranging AV equipment, working alongside ADES to secure high quality speakers and full on-site management at the event.

“Great venue and really well organised conference again.”

“Thank you for organising such a superb 2 days - I have found the opportunity very valuable in supporting my leadership thinking and practice.”



# Ways to Get Involved

There are many ways you can get involved with us. To book on one of our core offers, please just visit our website where you will find all the information and upcoming dates. If you can't find what you are looking for, please just let us know and we will be able to help.

If you would like to speak to us about creating a bespoke programme for your organisation, email

[hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk) with some brief details about what area you would like to develop and we will get an initial discussion set up to start working through your requirements.

Organisations can also subscribe to the College to get numerous benefits for their staff which gives discounts on programmes and early access to publications and new offers.

## Subscribe to the College

The support received from subscribers is valued by the College and allows us to continue to invest back into the sector. Our annual subscription for organisations not only supports the wider sector, but also combines a range of exclusive benefits including:

- ➔ 10% discount on design and delivery of bespoke projects.
- ➔ 15% discount on our core programmes (including BALI, WIL and SEND Leadership).
- ➔ Early access to publications.
- ➔ Early access to exciting new offers from The Staff College.
- ➔ Free use of our online 360° assessment tool.
- ➔ Early access to our free Online Festival of Learning.

If you want to know more about how your organisation can subscribe, please contact [hello@thestaffcollege.uk](mailto:hello@thestaffcollege.uk)



Subscribe today  
[thestaffcollege.uk/annual-subscription/](http://thestaffcollege.uk/annual-subscription/)

# Contacting Us

When contacting us at The Staff College, we have key people and departments who will be able to assist you.

Whether it is to get more information about our work and programmes, make an informal enquiry about how we might be able to support your needs, or you want to sign up to different offers we have, there is always a friendly and helpful contact or an easy to find source of information.



## Some Key Contacts and Information Sources

 Dalton Place,  
29 John Dalton Street,  
Manchester,  
M2 6FW

 [thestaffcollege.uk](http://thestaffcollege.uk)

 [company/the-staff-college](https://www.linkedin.com/company/the-staff-college)

 [x.com/staff\\_college](https://x.com/staff_college)

 +44 161 729 1065

 → For all enquiries [hello@thestaffcollege.co.uk](mailto:hello@thestaffcollege.co.uk)

→ Accounts [accounts@thestaffcollege.co.uk](mailto:accounts@thestaffcollege.co.uk)

→ Coaching & Mentoring [coaching@thestaffcollege.co.uk](mailto:coaching@thestaffcollege.co.uk)

## Who we have worked with



## Our partnerships



