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Insight · Innovation

Coram Innovation Incubator

Ignite Leadership Programme

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About the Coram Innovation Incubator

The **Coram Innovation Incubator (CII)** builds the capacity and creativity of children's services by tackling issues in partnership across sectors.

Partners in the Innovation Incubator include **EY, Microsoft, PA Consulting** and local authorities of **Bromley, Ealing, Redbridge, North Yorkshire, Hertfordshire** and **Havering** with sector partners **Grosvenor Hart Homes** and **City, University of London**.

More details about the Coram Innovation Incubator, including how organisations can work with us can be found **here**.

What is CII Ignite?

Formerly called the Innovation Inset, **CII Ignite** is a five-session course to support you in developing, piloting and implementing an innovation project in your organisation.

It brings together a **design thinking** approach, **social work theory** and a focus on **evaluation** to help immerse you in a problem, identify your end user, and think creatively about solutions. We then work together to support you to put this into practice and measure outcomes.

Who's it for?

This programme is designed for **middle to senior leaders** seeking to create innovative solutions to challenges within their organisations. It is designed to equip you with practical tools, a fresh mindset and the confidence to drive meaningful change.

It is recommended that the programme is completed by **2-3 participants per organisation**, as we will encourage a team-working approach.

Ideation to action: using design thinking to develop, pilot and implement innovation

Benefits to you:

- **Confidence and tools** to define your challenge and solve it using design thinking
- Utilise principles from **social work theory, business experimentation** and **evaluation** to prototype and turn your ideas into reality
- A **collaborative** and **supportive** space to discuss challenges and **share learning** with like-minded people
- Space for **reflection** and **self-development**
- Two **coaching sessions** with a professional design thinking coach

Benefits to your organisation:

- Opportunity to gain a deeper understanding of **practice challenges** and **user experiences**
- A **scalable innovation project** to address challenges specific to your organisation
- Staff gain **confidence** and **skills** in design thinking, business experimentation and evaluation
- Ability to implement change to **improve outcomes for children and their families**
- Increased **employee engagement, networks** and **peer support** from across the children's services sector

Case study

Bromley Council

When Aneesa and Margaret, who work for Bromley Council, joined Coram-i's Inset programme, they were facing a common problem amongst local authorities. Social workers in children's services were leaving and becoming increasingly difficult to recruit.

Aneesa, Transformation Lead, explains "We went in with an open mind but didn't realise how beneficial the Inset programme would be. We had a problem that needed to be solved. Social worker turnover was huge, constantly doing interviews was exhausting. We thought the problem lay with our recruitment practices. The sessions helped us to think about the issue in different ways.

"We really benefited from being in a room with other local authorities and the coaching we received helped us to think innovatively. We started looking at staff welfare and what we could do to make the lives of our social workers better. We know the job is very stressful and involves countless appointments and house visits, which are traditionally conducted between 9-5. This can be difficult for social workers and the people they are visiting who may have work and childcare commitments".

Margaret, Practice Manager, explains how they introduced flexibility to the service. "We put out a survey asking our social workers if they would benefit from working their hours flexibly. We learnt a lot about what would make their lives better and the idea was well received. They were excited to have a better work-life balance and they felt better listened to and appreciated.

We piloted the scheme with one team and it has been really successful so we're introducing it to another. Our social workers are more motivated and their wellbeing has really improved. Other teams are keen to get on board too! There is a real appetite for it."

The Inset programme has given Aneesa and Margaret a clear solution to a problem but they have benefited in other ways too as Aneesa explains.

"Taking part in the programme gave us the time and space to step back and think outside the box. It has given us a new network of other local authorities who we can share best-practice with. We really enjoyed the one-to-one coaching too. We have even been introduced to some tech partners like Microsoft who are helping with other aspects of our work. I would really recommend the programme to other local authorities. You learn so much about your organisation, yourselves, and the joy of innovation."

How you learn

The course will be a combination of online and in-person learning, with some work to complete independently with your project team between sessions.
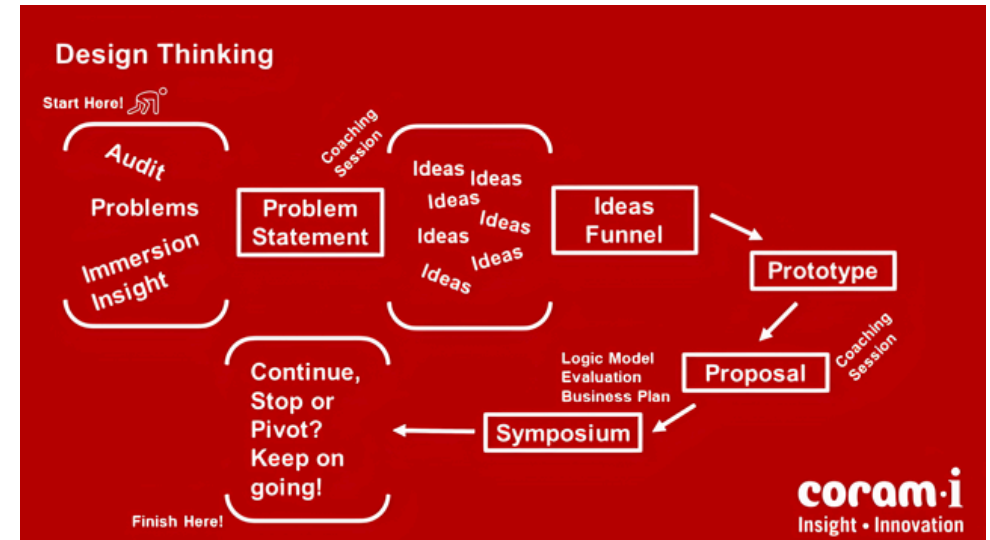
Course structure

The five sessions are carefully designed with a coaching session for your project team after sessions three and five:

- **Session 1: Immersion.** Becoming an Organisational Anthropologist
- **Session 2: The Problem.** What is the problem, and where is it?
- **Session 3: Ideation.** What can we do?
  - First coaching session
- **Session 4: Prototyping.** What will we do?
- **Session 5: Do it!** Make it happen, scale it up
  - Second coaching session

In addition to the sessions, you will be matched with a 'buddy' to connect with throughout the programme and there will be **two optional check-in sessions** three and six months after course completion.

Together, we can create better chances for children, now and forever.

Time commitment

We would expect each participant to commit an average of 2.5 hours per week over 12 weeks. Each online session is 90 minutes, with sessions 2 and 3 taking place over one day at Coram Campus in London.

September
- Session 1 (online): 1.5 hours
- Immersion activity (independent): up to 4 hours
- Buddy meet-up: 1 hour
  - **Total: 6.5 hours**

November
- Session 4 (online): 1.5 hours
- Presentation activity (independent): up to 4 hours
- Session 5 (online): 1.5 hours
- Buddy meet up (online): 1 hour
- Coaching session (online): 1 hour
  - **Total: 9 hours**

October
- Sessions 2 and 3 (in person): 4.5 hours (including lunch, excluding travel time)
- Case study activity (independent): up to 4 hours
- Buddy meet-up (online): 1 hour
- Coaching session (online): 1 hour
  - **Total: 10.5 hours**

Course dates

Weds 18th September 2024 10.00 - 11.30 (Online)	Session 1: Immersion. Becoming an Organisational Anthropologist
Mon 21st October 2024 11.00 - 12.30 (Coram Campus)	Session 2: The Problem. What is the problem, and where is it?
Mon 21st October 2024 13.30 - 15.30 (Coram Campus)	Session 3: Ideation. What can we do?
Weds 6th November 2024 10.00 - 11.30 (Online)	Session 4: Prototyping. What will we do?
Weds 4th December 2024 10.00 - 11.30 (Online)	Session 5: Do it! Making it happen, scaling it up

Cost

For up to 3 participants per organisation:

FREE	Full and Associate members
£1,200	Kindred and Pay-As-You-Go members*
£1,500	Non-members*

*If your organisation becomes a full member within 12 weeks of course completion, the **course fee will be deducted from the cost of membership**.

How to book

Please email **innovation@coram.org.uk** for further information and to register your interest, or to arrange a call with the course facilitator.

Questions?

If you have any questions, or would like to discuss the course in more detail, please email **innovation@coram.org.uk** and we will respond within 24 hours (Mon-Fri).

About your facilitator

Tanya Coles

Tanya is Incubator Development Lead at Coram-i, and brings over 20 years' experience from the charity sector, designing, implementing and evaluating systems, processes and programmes to improve outcomes for children and young people.

Tanya has successfully delivered multi-million pound UK-wide capacity building investment programmes for organisations supporting children and young people. She specialises in creating space for professionals to reflect, connect and learn, including training workshops, conferences and peer-to-peer learning opportunities.

She champions meaningful user involvement, supporting organisations to incorporate user-led principles into service design and delivery, thinking beyond conventional boundaries.

Tanya has a BA Hons in Fine Art, an MA in Arts Management and an HND in Environmental Science. She is also trustee of a local charity providing multi-disciplinary arts activities to improve people's health and wellbeing.

About your coach

Mary Ward

Mary is an experienced facilitator and innovation expert. She has worked with London Business School for over ten years, contributing to open and custom client programmes. She has delivered strategy and innovation courses including 'Innovation through Design Thinking', 'Innovating in a Digital World', 'Executing Strategy for Results' and 'Achieving Strategic Agility.'

Outside LBS, she runs her own independent consultancy Innovation Kinetics specialising in innovation, strategy and brands. She works with clients across multiple industry sectors from food, healthcare and travel to education, public sector and Not for Profit. Many repeat clients are multibillion pound global companies - GSK Consumer Healthcare, Merck Consumer Health and Givaudan. She is a Board Trustee of an International Development charity.

Mary brings many years of 'hands on' industry experience to her role including innovation, brands, customer insight and strategic marketing. She has worked in markets in Europe, Asia, USA and Latin America. She has led global innovation programmes at AkzoNobel (formerly ICI), the world's largest paint and coatings company. As Head of Innovation for Dulux in the UK, she launched a portfolio of new products and services, from idea to market, including multimillion pound global successes.

Mary's academic education includes a First Class degree in Chemistry from Trinity College, Dublin and an MSc in advanced technologies and novel materials.

Mary has hosted large innovation conferences and founded a network of Innovation Directors

Testimonials

"The discussions with Coram have been invaluable, when exploring our 'project'. It has allowed time for reflection."

"I learned how to define a problem by seeking to understand staff, service and user experiences rather than the single person or management perspective/assumption.

The seeking of solutions and ways forward was therefore shaped by shared understanding, ownership and motivation.

An innovation project does not have to solve everything but small steps in the right way can make a big difference."

"This is a real opportunity to focus on a project, create change and to be creative. An opportunity to be innovative."
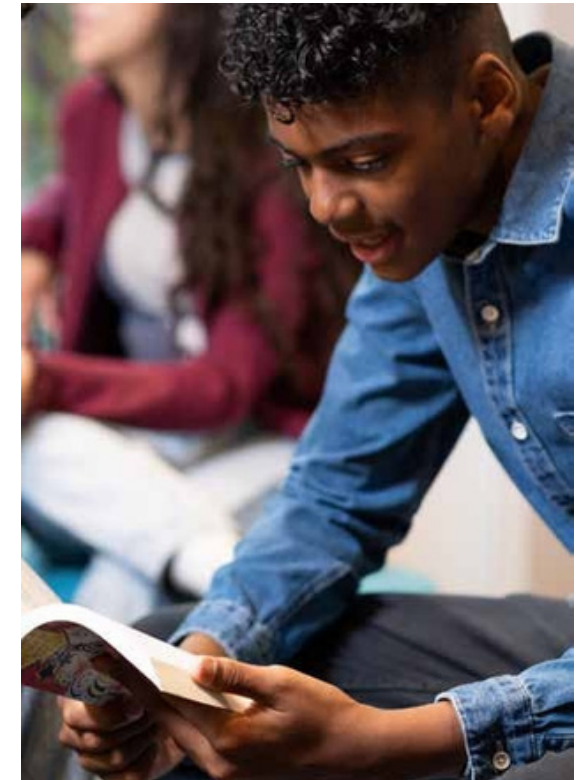
Innovation in partnership

North Yorkshire Council, supported by the Coram Innovation Incubator, partners at Microsoft, and funded by the Department for Education's Children's Social Care Digital and Data Solutions Fund, is exploring how a technology solution can help to search and analyse data across different sources so that social workers can access all the key information they need about a child at the click of a button.

The team will use analytics tools to map the important people and places in a child's life, helping to identify those who can help to keep a child safe and those who may pose a risk. This will enable social workers to take better, proactive decisions to protect local children.

"It made me feel like innovation is not limited to a set department or those in the upper echelons of practice. As a result of the Inset, I really feel like anybody can bring innovation to their practice and in a multitude of ways."

"I'm constantly looking at how to improve practice, and the [course] has given me much more confidence at being able to do this without being overwhelmed by more structural or financial barriers.

As a result, I've been able to consider the capacity of my role and how I can utilise it for more impactful direct work with children and supervise those in my team to do the same."

"How wonderful it is that nobody need wait a single moment before starting to improve the world."
Anne Frank