

CEIM

Experience Improvement Model for
Health and Social Care

CEIM Leaders

Programme information

Cohorts 3 and 4



Healthcare
Improvement
Scotland



Scottish Social
Services Council



care
inspectorate

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CEIM Experience Improvement Model for Health and Social Care

The CEIM experience improvement model is a simple 6-step framework¹ that supports health and social services teams to make improvements directly related to feedback in a person-centred way. It incorporates two unique approaches, [1] an experience discovery conversation method, and [2] monthly reflective improvement meetings at a care or support team level.

CEIM was developed in 2018 after three years work to prototype, test, and evaluate a person-centred improvement approach that could be adapted to most health or social care settings. Find out more here: <https://bit.ly/3DFpVWO> or go to: <https://ihub.scot/ceim>.

To watch a short animation that describes the CEIM approach, please go to: <https://vimeo.com/manage/videos/500859274>

About the CEIM Leaders programme

CEIM Leaders is an in-house coaching skills development programme that enables health or social services teams to adopt and sustain the CEIM approach.

This programme builds team coaching capacity within organisations, services or teams to guide care or support teams to apply the CEIM approach and continuously improve the outcomes and experiences of the people who use health and social services, through listening to and actively responding to feedback.

Who should apply

This programme is designed for people who:

- work in or directly with teams that deliver care or support,
- are committed to improving quality and service user experience, and
- can dedicate time to leading improvement activity within their organisation

We would welcome applicants from:

- Adult social services
- Healthcare services

Components of the programme

The programme gives participants insight into leading the implementation of the CEIM framework and related techniques, which enables health or social services teams to collect feedback and use it to meaningfully improve services while also supporting the well-being of those working in these teams. It also introduces participants to a variety of concepts that support learning from feedback.

¹ CEIM Framework: <https://ihub.scot/ceim>

This programme has two key components or ‘learning’ and ‘skills development’.

The learning component: is delivered over **approximately 25 hours**, of virtual webinars (Microsoft Teams) and in-person networking. This component focuses on the knowledge and skills required to understand the CEIM approach, and establish knowledge and skills in coaching teams to adopt this approach.

The skills development component: will require new CEIM Leaders to work with an identified team from their own organisation following the learning component in order to develop their coaching skills. This will include delivering short learning sessions (demonstrated during the programme’s learning component) and coaching the team to embed and sustain the CEIM approach. The CEIM leader will determine the time commitment needed for this phase.

During this period the CEIM Leader will be supported by a national CEIM Leader mentor and through a CEIM Leaders peer network.

Learning objective

On completion of this programme, CEIM Leaders will be able to plan and deliver in-house learning sessions and provide coaching to teams in their organisation to embed CEIM in their practice.

What you will need to be a successful CEIM Leader

You will need:

- confidence to speak in front of groups of people.
- the ability to guide/coach teams in your organisation.
- to feel confident in assigning roles and tasks to team members (who could be in more senior positions than you).
- to gain support to apply your learning from a senior leader in your organisation (organisational sponsor).
- a passion for ensuring people that experience services are at the heart of improvement.

What you will get from becoming a CEIM Leader

In becoming a CEIM Leader you will:

- gain new skills, knowledge and tools that enable you to confidently support your organisation to make meaningful person-led improvements.
- receive a comprehensive facilitation pack that will support you to practice as a CEIM Leader in your organisation.
- access ongoing mentoring and coaching during the skills development phase.
- connect with a peer network that will support you in developing your CEIM Leader role.

Our expectations of participants

We ask CEIM Leaders to:

- commit to **all the preset dates** provided for the programme ([see timeline](#))
- be **'present'** and avoid distractions, such as doing other work or responding to emails during the virtual sessions.
- Plan to join the sessions in a location where you will be undisturbed, such as at home (depending on your circumstances) to help you have the best possible learning experience.
- not worry too far ahead - simply focus on what is being asked of you at any given time.

Requirements for participation

You will need:

- Access to a laptop or PC to participate in online learning sessions, that will be held on MS Teams, and to download programme materials.
- Sufficient protected time (away from the workplace if possible) to fully engage with the programme of learning and undertake periods of reflective practice.
- The skills development component of this programme is delivered in 4 intensive sessions, so we would ask that you gain a commitment from an Organisational Sponsor that your time will be truly protected on scheduled programme dates.
- The ability to travel to the (in-person) Graduation and Peer Networking session
- To participate in the evaluation of the programme and your own learning outcomes for up to 6 months after completion of the learning component.

Recognition of achievement and continuous professional development (CPD)

- On completion of the learning component of the programme CEIM Leaders receive a certificate of achievement and a facilitators pack that will enable the delivery of the in-house learning and coaching programme.
- As part of the skills development component, CEIM Leaders can also apply for the CEIM Leaders 'My Learning Badge' (formerly Open Badge) at both 'skilled' and 'expert' levels. This will be achieved by providing evidence of reflection on how learning has been applied in the workplace.

This is a digital certificate recognising learning, achievements and skills tied to assessment and evidence. My learning Badges are managed online and are helpful in demonstrating continuous professional development/learning (CPD/CPL). Find out more about My Learning Badges at: <https://www.badges.sssc.uk.com/>.

Gaining support from your organisational leadership

As part of the application process, you will be asked to identify a senior leader from your organisation who will act as sponsor and will support you in your role as CEIM Leader. Identifying a sponsor is required to ensure that all permissions are in place to immediately commence working with teams in your organisation on completion of the learning component and to start putting your learning into practice.

As you will work directly with team(s) in your organisation to identify and make improvements in their service, it is also important that relevant senior leaders of those teams are aware of the approach you will take, and have been asked for any required permissions that will enable the team(s) you are working with to apply CEIM without barriers.

In addition, it is helpful for you to establish with your organisational sponsor how they would like information to be shared with them about your progress and achievements.

Identifying and working with a team

We ask that you identify in advance a team to work with as part of the application process. This is so you can begin to apply your learning within your organisation, and build your knowledge and skills as early as possible.

In this context, a 'team' can be described as a group of people who work together directly or indirectly to provide care or support as part of a health or social service.

Initially you can choose to work with a small number of people within a team rather than with a whole team to keep it manageable. However the team you work with **should not have less than 3 members**.

When recruiting a team you may wish to share with them the programme information in this document to generate interest and work closely with your organisational sponsor to identify and support an interested team to participate.

Teams who wish to be involved must be made aware that they will be committing to implement CEIM and that you will be supporting them as a CEIM Leader whilst developing your own skills in delivering future learning sessions and coaching.

CEIM Leaders programme details

This programme will consist of four full day virtual sessions. This will include 1-hour for lunch and two 20-minute breaks in the morning and afternoon.

In addition to taught content, these sessions will require active participation in virtual break out rooms with other participants, and the use of a virtual whiteboard called MIRO. Successful applicants will receive more information on how to use this in advance of the programme.

Applicants are asked to ensure they can fully commit to attending all programme dates outlined in the programme timetable.

Programme timeline – cohort 3

Stage	Date	Time
Application deadline	11 April 24	
Notification of acceptance to participants by	19 April 24	
Virtual session 1* Welcome and introduction session	13 May 24	10:00 – 16:00
Virtual session 2 Experience discovery conversations	14 May 24	10:00 – 16:00
Virtual session 3 Reflective improvement meetings	15 May 24	10:00 – 16:00
Virtual session 4 Introduction to quality improvement and planning for the skills development phase	16 May 24	10:00 – 16:00
In-person event Graduation and Peer Networking <i>Venue to be confirmed</i> - likely Glasgow or Dundee	18 June 24	10:00 – 16:00

Programme timeline – cohort 4

Stage	Date	Time
Application deadline	4 October 24	
Notification of acceptance to participants by	17 October 24	
Virtual session 1* Welcome and introduction session	12 November 24	10:00 – 16:00
Virtual session 2 Experience discovery conversations	13 November 24	10:00 – 16:00
Virtual session 3 Reflective improvement meetings	14 November 24	10:00 – 16:00
Virtual session 4 Introduction to quality improvement and planning for the skills development phase	15 November 24	10:00 – 16:00
In-person event Graduation and Peer Networking <i>Venue to be confirmed</i> - likely Glasgow or Dundee	29 January 25	10:00 – 16:00

[Download application form.](#)

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