

Client	RSA/Guardian – Innovation in Social Care Sector
Nature of the Engagement	<p>This engagement was driven by new legislation around the way that social care service users would be paid benefits, and new regulation on the decision-making relating to providers, all with the aim of putting the service user at the heart of decision making.</p> <p>The challenge was that this would require a fundamental shift in attitude and approach from providers, requiring innovative through around delivery, commission and support of service users. MCW were engaged on the strength of innovation work done previously with HMRC.</p>
Key Stakeholders & their challenges	<p>Key stakeholders for this were from the Royal Society of Arts, the Guardian (sponsor) BBC Radio and numerous charities and local government social care providers. In order to understand the needs, series of interviews and workshops took place, supported by relevant desktop research.</p>
Approach & Methodology	<p>The project was a ‘Meet the Dragons’ process, where prospective innovators were asked to bid for investment in approaches to social care provision that demonstrated a truly new way of thinking. MCW consulting on the design of the of the Innovation process of ‘Meet the Dragons’, ran an assessment centre for approximately 20 groups of potential innovators, selected five groups to undergo further training and support, and provided the training and individual coaching to the five finalists.</p>
Team deployed and skills required	<p>Two MCW directors and 5 associates worked on this project and used their expertise in the following areas:</p> <ul style="list-style-type: none"> • Business Case Assessment • Presentation skills • Personal confidence and presence • Innovation process • Event Management • Filming and post-production • Training and coaching
Impact	<p>The event was high profile within the sector , with full coverage in National Press (see link in The Guardian) and BBC radio. 5 idea proposers ended up be awarded support in terms of funding, consultancy and mentoring.</p> <p><i>"It represents a whole new approach to developing fresh thinking in our public services, encouraging and really nurturing practical ideas for change" David Brindle, Public services Editor, Guardian</i></p> <p><i>"The work around my personal confidence and the NLP in particularly had a really dramatic effect" Karen Boyce Dawson, Director of Operations, Thera Group</i></p> <p><i>"I thought it was a great success and was in large part down to the effort and enthusiasm that your team put into the project" Matthew Taylor, Royal Society of Arts</i></p> <p><i>"As soon as we started being creative, we started to attract creative people...started attracting creative agencies, started talking to people we had never talked to before, Making Change Work is a good example of that- the sort of people who talk about innovation all the time" Anne James OBE,</i></p>