



Guide

Leaders of Tomorrow

The essential guide to leadership in social care



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Introduction

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Here at PASS we're committed to helping care providers and their teams be the best they can be. That's why we've invested into supporting aspiring leaders in social care on their career journeys.

An overview of The essential guide to leadership in social care

Welcome to The essential guide to leadership in social care. This guide has been designed to support and empower aspiring leaders on their career journeys in the social care sector. Aspiring leaders will discover a combination of quality information, practical support, best practices, and user-friendly tools served in a variety of formats to suit all learning styles.

How aspiring leaders can benefit from The essential guide to leadership in social care

The essential guide to leadership in social care is tailor-made for aspiring leaders like you.

The guide serves as your companion throughout your leadership journey, equipping you with resources and tools to help address challenges you may encounter along the way. This guide offers actionable advice that you can implement in your daily practice to build knowledge, skills, and confidence.

The future of care leadership is in your hands, and The essential guide to leadership in social care is here to support you every step of the way.



Summary of the key research report findings

Our Leaders of Tomorrow research-led report has uncovered key findings that shed light on leadership in the care sector in 2023, highlighting challenges and opportunities, and offering valuable insights for aspiring care leaders.

Key takeaways from our research include:



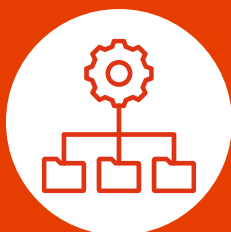
Motivations of aspiring leaders

Our research showed that the desire to make a difference (71%) and to put innovative ideas into practice (35%) were the leading motivators for individuals seeking leadership roles in the care sector, emphasising the sector's potential for positive change and innovation.



The need for professional development

Our research revealed a widespread need for support and professional development among today's care leaders. While training and development are acknowledged as vital tools for overcoming sector challenges, our study identified inconsistencies in mentoring and training opportunities for aspiring leaders. Alarming, a third (31%) of aspiring leaders are not aware of formal training opportunities offered by their current employer and a further 40% say a lack of training acts as a barrier to growth in their career.



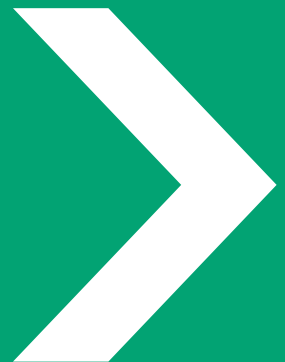
Data management skills

Strong data management skills are increasingly valued by care sector leaders. The Department for Health and Social Care's commitment to improving data management in social care, as outlined in the Data Saves Lives digital strategy, underscores the sector's evolving digital landscape. Data management skills are rated as critically important by both our survey respondents and focus group participants (8 out of 10 on a scale of importance).

Download report [here](#)

So, what next?...

**Read on for helpful
leadership tools
and resources**



Leadership fundamentals for success

As part of our research-led report: Leaders of Tomorrow, we asked over 250 care professionals to tell us what they think makes an excellent and successful leader in social care.

Here we can share with you, our aspiring leaders, those key characteristics, and attributes that truly matter.



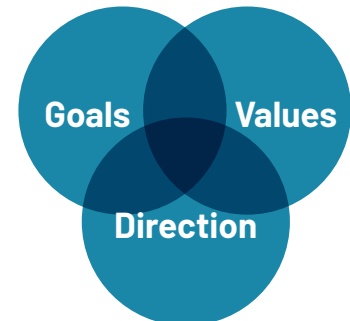
Source: Leaders of Tomorrow research report, October 2023
Average ranking out of 5 (with 1 ranked as least important and 5 ranked as most important)

Taking forward the key characteristics and attributes that truly matter to social care professionals, it is important to connect these with the following three fundamental steps to achieve leadership success.

Step 1

Shared vision

Ensuring you and your team are on the same page about your goals, values and direction is essential. This lends itself to improved working efficiencies, more favourable outcomes, and an intuitive group connection.



Step 2

Right skills

Employing and understanding the right mix of skills in your team is key. Leveraging strengths and identifying areas for growth enables you to build a robust and dynamic group with a competitive edge.



Step 3

Focus on outcomes

Placing the necessary focus on outcomes will provide clarity for each of the moving parts in your working remit and that of your team. Tracking outcomes against activities delivered will unlock key insights and information.



And now for the secret ingredient...

Secret ingredient

Sustaining the impact

People
investment

Training and development
opportunities

Mentorship
programmes

Resources for aspiring leaders

Aspiring leaders in the care sector can benefit from a wealth of resources, including podcasts, videos, articles, blogs, training programmes, and government support.

These resources offer valuable insights and practical guidance to help individuals enhance their leadership skills and make a positive impact.



Podcasts

1. Care Management Matters Podcast

Explore why effective leadership is essential for creating the right culture in a care setting. This podcast episode delves into strategies for excelling in leadership.

[Listen here: How Care Providers Can Excel in Leadership](#)

2. The Care Conversation

The Care Forum presents "The Care Conversation," a podcast series that covers various topics in the care sector. Gain insights into discussions relevant to your role in care.

[Listen here: The Care Conversation Podcast](#)

3. The King's Fund Leadership Podcast

Discover big ideas in health and care leadership through this podcast by The King's Fund. Explore innovative approaches and best practices in the field.

[Listen here: King's Fund Leadership Podcast](#)



Videos

1. Care Quality Commission (CQC)

The CQC offers a selection of videos addressing leadership in care. Learn from experts and industry leaders to strengthen your leadership skills.

[Watch here: CQC Leadership Videos](#)

2. The King's Fund

Access a range of informative videos on leadership in health and care from The King's Fund. Gain valuable insights to apply in your leadership role.

[Watch here: King's Fund Leadership Videos](#)

3. Skills for Care

Explore leadership in adult social care through Skills for Care's video collection. Learn from experienced leaders in the field.

[Watch here: Skills for Care Leadership Videos](#)



Articles & Blogs

1. Skills for Care Blog

Delve into articles that explore the qualities and skills of effective leaders in adult social care. Gain valuable perspectives on leadership development.

[Read here: Skills for Care Blog](#)

2. The King's Fund Blog

Stay updated with the latest insights on leadership in health and care through The King's Fund blog. Explore thought-provoking articles on leadership practices.

[Read here: King's Fund Blog](#)

3. National Care Forum (NCF) Blog

NCF, a network for care providers in England, offers a blog section dedicated to leadership in care. Stay informed about leadership trends and challenges.

[Read here: NCF Leadership Blog](#)



Training Programmes

1. Digital Leadership Course by Skills for Care and The National Care Forum

Enhance your leadership capabilities by participating in this four-day virtual program designed for registered managers in social care. Develop confidence in integrating digital technology in care delivery.

[Learn more: Digital Leadership Course](#)

2. Skills for Care Leadership Training

Skills for Care offers a variety of training courses tailored for leaders in adult social care. These programmes are designed to support leadership development at all levels.

[Explore here: Skills for Care Leadership Training](#)

3. Leadership Development by The King's Fund

The King's Fund provides leadership development programmes that support leaders in implementing integrated care systems (ICS). Discover opportunities to enhance your leadership skills.

[Find out more: King's Fund Leadership Development](#)



Additional Support

- The **Department of Health and Social Care (DHSC)** offers a range of resources for leaders in the care sector, including guidance on leadership, workforce development, and quality improvement.
- The **Care Quality Commission (CQC)** serves as the independent regulator of health and social care in England. Explore their resources, including inspection reports and guidance on quality improvement.
- **Skills for Care** is the primary workforce development body for adult social care in England. Access their resources, training courses, and information on workforce planning.

Government support for leadership initiatives

Overview of government-backed leadership development

The government is actively engaged in a comprehensive reform effort to put people at the heart of adult social care. With a vision to [improve the lives of the 10 million individuals](#) who rely on, work in, or provide care and support, the government is committed to achieving

outstanding, quality care that empowers individuals to lead fulfilling lives with maximum independence. This vision emphasises personalised care tailored to individual needs, offering choices and control, and ensuring that health and social care services are seamlessly integrated.

Key initiatives promoting leadership growth

- **Social care leadership framework:**

The leadership qualities framework from Skills for Care focuses on the values and behaviours that provide the foundations for effective leadership in social care. The framework explains what good leadership looks like, describes the attitudes and behaviours needed for high quality leadership at all levels, and can be applied by aspiring leaders.

[Read more here >](#)

- **Leadership for a collaborative and inclusive**

future review: Commissioned by the government, this review examines opportunities to improve leadership within the social care sector. It has proposed various recommendations, including the creation of a new leadership framework and the allocation of additional funding for leadership development programmes.

[Read more here >](#)

- **Skills for Care workforce development fund:**

The Workforce Development Fund allocates funding for training and development initiatives targeted at social care staff. Within this fund, there is a specific emphasis on leadership development. It has facilitated the establishment of innovative leadership programmes and initiatives across the sector.

[Read more here >](#)

Availability of funding for leadership development programmes

- The government has allocated significant funding to support leadership development programmes in the social care sector.
- This financial support ensures that aspiring leaders have access to the resources they need to sharpen their skills and make substantial contributions to the enhancement of social care services.

[Read more here >](#)



Leadership self assessment checklist

This leadership self-assessment checklist is designed to help you evaluate your leadership skills and identify areas for improvement in your journey to becoming the best leader you can be.

Use this checklist to reflect on your current competencies, set goals for development, and nurture your leadership abilities.



[Click here to download](#)

Mentorship request template

Mentorship is crucial for aspiring leaders in the care sector. A mentor can provide guidance, share experiences, and offer insights to help you grow and excel in your leadership role.

Sending a well-crafted mentorship request is the first step toward a rewarding mentorship relationship and you can use this mentorship request template to reach out to potential mentors.



[Click here to download](#)

Conclusion

In the dynamic, fast paced, and challenging industry of social care, leadership is not simply a job role – it is a fundamental driving force for positive change and the cornerstone of delivering exceptional care services.

This guide has been created and published to support aspiring leaders to achieve their career goals so that social care can have a sustainable and bright future. And our aspiring leaders can continue the momentum of positive change for generations to come.

We've discovered:

- **Good leadership is essential**
Effective leadership is paramount for addressing the challenges and opportunities that the social care sector faces. Good leadership fosters a culture of quality, compassion, and innovation.
- **The fundamentals of leadership**
With a shared vision, the right pool of people and a focus on outcomes you have the key ingredients to become an excellent leader for your teams.
- **Continued professional development is crucial**
Aspiring leaders should actively seek out leadership development programmes, training, and resources. Continuous learning and skill enhancement are key to effective leadership.
- **People investment is vital**
Care providers must invest in their teams. They must identify those leaders of tomorrow and coach, encourage and mentor them on their journeys, making financial and time investments where necessary.
- **Public resources are available**
With a proactive approach and engagement with the resources in this guide, aspiring leaders can obtain much value to support their daily practices toward professional growth and development.

For aspiring leaders, now is the time to embark on a journey of professional career growth. Embrace the resources, training, and insights provided in this guide to become a leader who makes a real difference in the lives of service users and the wider social care sector.

Your leadership matters.



All-in-one care management software at your fingertips

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