RCSLT Engagement Swish

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The Engagement ‘Swish’
Adapted from Gideon Rosenblatt’s Engagement Pyramid

- **Leading**: Leads and engages others, helps to define strategy and spot opportunities.

- **Owing**: Invests time in the mission of RCSLT, is an ambassador for key areas, embodies ‘I am college’.

- **Contributing**: Contributes time, expertise and support in developing and sharing information.

- **Endorsing**: Champions ideas. Disseminates information and recommends and promotes resources/activities to colleagues.

- **Following**: Actively shows interest in new areas of RCSLT development and activity, engages occasionally.

- **Observing**: Hears RCSLT mentioned by colleagues from time to time, occasionally reads Bulletin or other communications. Relies on others to mention if there’s something new to be aware of.

- **Unengaged**: RCSLT feels remote, but necessary for insurance purposes.
Events example

- **Leading**: Leads and engages others helping to design the programme for the event
  - Invests time in mission of RCSLT, writes articles about the importance of the event, answers q’s for other members
  - Submits abstract, facilitates at event or is presenter or poster/webinar presenter
  - Disseminates information to colleagues and recommends they attend future events. Tweets about the event
  - Attends the event/webinar. Starts to look at the Facebook /Twitter feeds
  - Reads Bulletin visits website aware there is a webinar/event taking place
  - Receives Bulletin but does not read it, not sure what is on the website.

- **Owing**:

- **Contributing**:

- **Endorsing**:
Title:

Unengaged

Observing

Following

Endorsing

Contributing

Owing

Leading
Our aim is to provide easy, engaging and meaningful opportunities at each step to facilitate members to move up the Swish.

Appreciating that day-to-day pressures and challenges are a factor.
Personal challenges

1. Pressure of workload
2. Providing a quality service
3. Staffing issues
4. Cuts to service
5. Having the resources to deliver
6. Time constraints
7. Maintaining CPD