



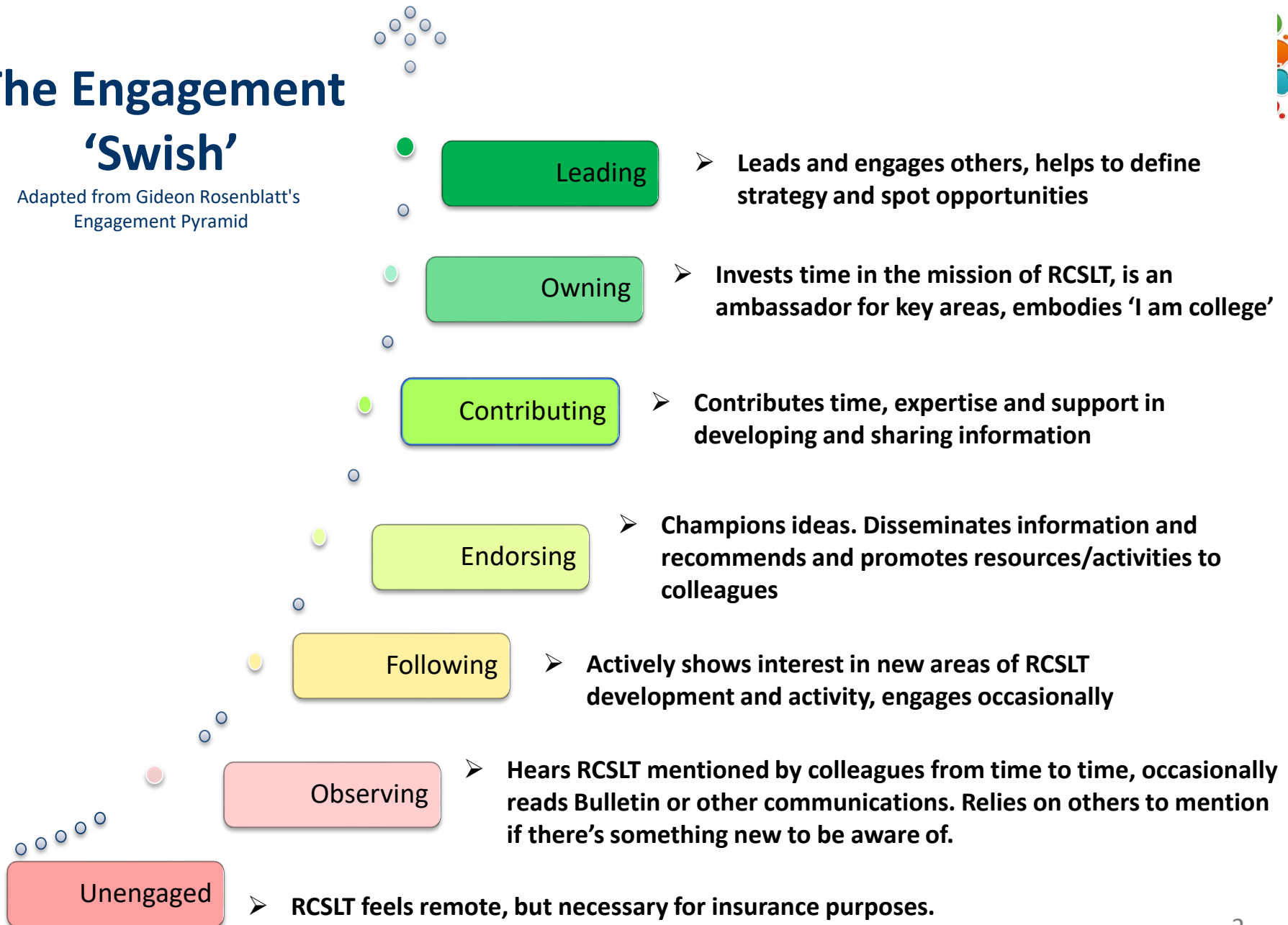
# RCSLT Engagement Swish

Louise Borjes, Project Coordinator, RCSLT

Heather Robinson, Professional Lead, Adult Speech and Language  
Therapy, York Teaching Hospitals NHS Foundation Trust

# The Engagement 'Swish'

Adapted from Gideon Rosenblatt's  
Engagement Pyramid



# Events example

Leading

- Leads and engages others helping to design the programme for the event

Owning

- Invests time in mission of RCSLT, writes articles about the importance of the event, answers q's for other members

Contributing

- Submits abstract, facilitates at event or is presenter or poster/webinar presenter

Endorsing

- Disseminates information to colleagues and recommends they attend future events. Tweets about the event

Following

- Attends the event/webinar. Starts to look at the Facebook /Twitter feeds

Observing

- Reads Bulletin visits website aware there is a webinar/event taking place

Unengaged

- Receives Bulletin but does not read it, not sure what is on the website.

Title:



Leading

Owning

Contributing

Endorsing

Following

Observing

Unengaged

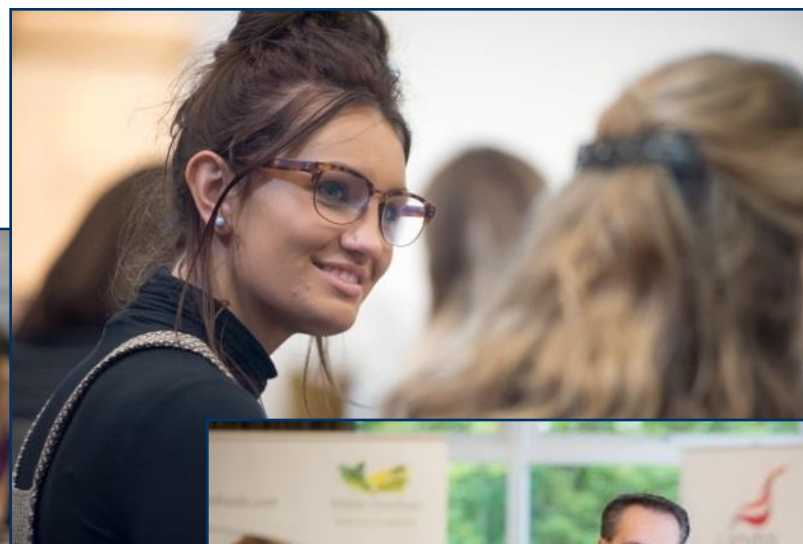


- Focus group member**
- Abstract peer reviewer**
- Hub forum member**
- Representative on exhibition stand**
- Adviser**
- Event organising group member**
- Presenter**
- Community member – Hubs, CENS, Research Champion**
- Writing for Bulletin**
- Responding to consultation documents**
- Member of the Honours committee**
- Trustee**
- Steering group member**
- Leadership mentor**

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



*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