Ideation Workshop

OUTCOME

Supporting growth and retention of quality Children and Family social workers through learning and development.

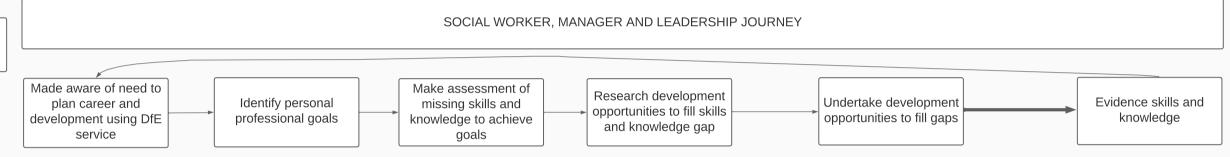
BUSINESS GOAL

To deliver a single online access point to support child and family social workers continue improving their practice as they progress through their careers.

OUR GOAL

Give Children and Family social workers access to the right opportunities and encourage them to proactively manage their learning & development so they can provide quality services whilst continuing to advance their careers within the profession.

Step 1: Review Journey and Problems (20 mins)



How might we encourage SWs to engage with our service?

USER PROBLEM Conflicitng and unappetising information about career development disengages social workers

USER PROBLEM Unable to identify a suitable professional role to aspire to within Children and family Social Work to inform next steps for career development

maintain content?

USER PROBLEM Weak value proposition HMW we of exisiting development opportunities which prevents selection of appropriate offerings

USER PROBLEM Difficulty in accessing development opportunities prevents sign-up

USER PROBLEM Difficulty in executing development opportunities preventing engagement and completion

USER PROBLEM Difficulty to utilise career progression programmes to advance their career

USER PROBLEM

Lack of support from some LAs for Social Workers, Managers and Leadship looking to develop their careers or to support the development of others

BUSINESS PROBLEM

Lack of credibility and recognition as providers of learning and development in the Children and Family Work space, jeopardising major programme changes proposed by the care review.

BUSINESS PROBLEM

Lack of control over DfE message on national offerings (programmes, assessement & accreditation, - out of scope - best practices across career framework workforce development, setup and deployment)

HMW ensure our service does not conflict with external stakeholders?

BUSINESS PROBLEM

Fragmented and incomplete data on Social Worker learning and development that often sists with external providers, makes it hard to make informed decisions on policy changes and active interventions to improve engagement with national offerings