



Welcome to this session:

Open Session

The session will start shortly...

Any Questions?
Drop them in the questions section.





Welcome
please
Come In

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

Housekeeping



Photo by [M. Monk](#) on [Unsplash](#)

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: www.hyperiondev.com/support
- Report a safeguarding incident: www.hyperiondev.com/safeguardreporting
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).
- **GitHub Link to access L&M Presentation Slides.**

Objective



Objective



- This session equips students with strategic planning skills, applying them to how the Labour government might respectfully **support its MPs during the assisted dying bill vote on Friday, November 29, 2024.**
- The practical is designed to guide students through vision and mission development, SWOT analysis, strategic goal setting, and change management strategies.

Introduction



Introduction

Brief Overview

- Labour MP Kim Leadbeater has introduced a significant piece of legislation, the **“Terminally Ill Adults (End of Life) Bill”**, which aims to legalise assisted dying in England and Wales.
- This bill focuses on giving mentally competent adults who are terminally ill, with a **life expectancy of six months or less**, the choice to end their own lives under strict conditions. It's designed with safeguards to ensure the **decision is voluntary and well-considered, including approval by two independent doctors and the High Court.**

Introduction

Brief Overview

- The bill emphasizes patient autonomy while protecting against coercion or misuse. For example, the individual must make a **witnessed declaration of their intent**, and they can revoke it at any time. **Doctors involved are not obligated to participate if they object**. Importantly, medication for assisted dying would only be self-administered, ensuring the patient remains in control throughout the process.
- Supporters argue that this legislation provides dignity and choice for those suffering intolerably, while opponents raise concerns about potential risks to vulnerable groups. A **key debate on the bill is scheduled for November 29, 2024**, with further scrutiny expected in the months ahead.

Key Ethical Concern

How strategic planning principles can create a unified and respectful approach, despite differing individual stances.



Vision & Mission Development

MISSION

VISION

Vision Statement

- A vision encapsulates the **long-term goal or ideal future state** that the bill seeks to achieve. For this bill, the vision might focus on dignity, choice, and compassionate care.

Example Vision Statement:

"A society where every terminally ill individual has the dignity, autonomy, and compassionate support to make choices about their end-of-life care, free from suffering and coercion."

Mission Statement

- The mission outlines the **actionable steps or the "how" behind** achieving the vision. It should emphasize the bill's safeguards, its ethical framework, and its focus on the needs of terminally ill individuals.

Example Mission Statement:

"To establish a safe, ethical, and compassionate framework that allows mentally competent, terminally ill adults to choose an assisted death, supported by rigorous safeguards, medical oversight, and respect for personal autonomy."

Conversational Messaging

- **On Dignity:** *"No one should have to endure unnecessary suffering at the end of their life. This bill gives people the dignity to choose, on their terms, how and when they go, surrounded by love, not pain."*
- **On Safeguards:** *"This isn't about rushing decisions; it's about ensuring a thoughtful, carefully reviewed process where people can make informed choices free from pressure."*
- **On Compassion:** *"For so many, this is about love and kindness. It's about letting our loved ones have peace when there's nothing more medicine can do."*
- **On Autonomy:** *"The ability to choose how we live is fundamental. This bill extends that freedom to the most personal decision of all, how we face the end."*

SWOT Analysis

A grayscale photograph of a meeting table. Several hands are visible, pointing at documents and a tablet. A coffee cup is on the table. The documents contain various charts and graphs, including a large pie chart with segments labeled 50%, 25%, 15%, and 10%. The text 'SWOT Analysis' is overlaid in a bright green color at the top of the image.

Potential Strengths

- **Dignity and Autonomy:** Empowers terminally ill individuals to make deeply personal choices about their end-of-life care.
- **Safeguards:** Strict conditions (independent medical reviews, High Court approval, self-administration) ensure decisions are informed and voluntary
- **Compassionate Framework:** Focuses on alleviating suffering in a humane and controlled manner.

Potential Weaknesses

- **Limited Scope:** Applies only to terminally ill individuals with six months or fewer to live, potentially excluding others in severe pain or distress.
- **Practical Challenges:** Concerns about the implementation process, such as ensuring equal access to the safeguards across all regions.
- **Moral Opposition:** Some may view the bill as conflicting with religious or personal beliefs about life and death.

Potential Opportunities

- **Cultural Shift:** Could normalise discussions about death, fostering greater openness and reducing stigma.
- **Healthcare Integration:** Opportunity to enhance palliative care systems, making compassionate options more accessible.
- **Global Influence:** Sets a precedent for other countries considering similar legislation.

Potential Threats

- **Ethical Concerns:** Opponents may argue that it could lead to pressure on vulnerable individuals, despite safeguards.
- **Public Backlash:** Resistance from religious groups, medical professionals, or segments of society could hinder acceptance.
- **Slippery Slope Debate:** Critics worry it might pave the way for less stringent laws in the future, raising ethical dilemmas.

Strategic Goal Setting



Strategic Goal Setting

How To Create Smart Goals:

- **Specific:** Clearly define the objective with no ambiguity.
- **Measurable:** Identify criteria to measure progress.
- **Achievable:** Ensure the goal is realistic given resources and constraints.
- **Relevant:** Align with the overarching purpose of the bill.
- **Time-bound:** Set a deadline to focus efforts.

Strategic Goal Setting

Raise Awareness

- **Specific:** Launch a public education campaign about the bill's purpose, safeguards, and benefits.
- **Measurable:** Host 10 town hall meetings and reach 100,000 people through social media within six months.
- **Achievable:** Use existing networks of healthcare professionals and advocacy groups to amplify the message.
- **Relevant:** Increase public understanding to foster informed opinions.
- **Time-bound:** Complete the campaign by April 2025.

Strategic Goal Setting

Address Ethical Concerns

- **Specific:** Publish a comprehensive report addressing ethical concerns about assisted dying.
- **Measurable:** Include input from 50 medical, ethical, and legal experts.
- **Achievable:** Partner with universities and think tanks to conduct the research.
- **Relevant:** Clarify safeguards and ethical considerations to ease public and professional concerns.
- **Time-bound:** Release the report by February 2025.

Change Management Strategies



Change Management Strategies

1. Define The Change Clearly

- It's crucial to outline the purpose and scope of the bill. The change must be framed as a compassionate choice for terminally ill individuals, emphasizing autonomy and dignity while highlighting the safeguards in place.
- **Key Point to Remember:** People fear what they don't understand. Be clear, transparent, and consistent in messaging.

Change Management Strategies

2. Stakeholder Engagement

- Engage all parties affected by the bill:
 - **Public:** Address fears of misuse while promoting the humane intent of the bill.
 - **Healthcare Professionals:** Provide education on the bill's requirements and protections for those with moral objections.
 - **Legislators:** Gain bipartisan support by presenting evidence of similar successful laws globally.
 - **Advocacy Groups:** Partner with groups championing end-of-life care to amplify voices of support.
- **Key Point to Remember:** Communication is a two-way street. Listen to stakeholders' concerns and incorporate their feedback into the strategy.

Change Management Strategies

3. Educate And Inform

- Host workshops, town halls, and social media campaigns to provide information. Use stories from patients and families in places where assisted dying is legal to demonstrate the human impact.
- **Key Point to Remember:** Facts inform, but stories inspire. Personal narratives make the abstract tangible.

Change Management Strategies

4. Build Trust Through Safeguards

- Highlight the bill's strict safeguards; such as medical reviews, High Court involvement, and self-administration of medication, to address concerns about potential abuse.
- **Key Point to Remember:** Trust is built by addressing “what if” questions before they are asked.

Change Management Strategies

5. Pilot The Change Where Possible

- If possible, propose a small-scale pilot program in a controlled setting (e.g., limited regions or specific hospital systems) to test implementation and gather real-world feedback.
- **Key Point to Remember:** Pilots show commitment to getting it right and provide valuable data for improvement.

Change Management Strategies

6. Monitor And Adapt

- Once the bill is implemented, track its impact and address issues promptly. Use independent reviews and open communication channels to refine processes.
- **Key Point to Remember:** Change doesn't stop at implementation; it's an ongoing process.

Change Management Strategies

7. Overcoming Resistance

- **Misinformation:** Counteract with clear, consistent, and evidence-based communication.
- **Emotional Concerns:** Show empathy. Acknowledge fears and provide assurance through facts and stories.
- **Cultural and Ethical Differences:** Respect diverse views and emphasize choice, not obligation.



CONCLUSION

THE

END

Thank you for attending



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