

## Prof Philip Darbyshire, UK Seminar days 2018

This may just be my last presentation and speaking 'tour' in the UK and to make it extra special I've done something unheard of in consulting world with my costs. Since 2009, my costs have been around £2000 per day. **For this visit, they will be HALF of that. £1000 per day.** I know from numerous conversations with heads of Schools and Hospitals/Health Services that health and university sectors in the UK are finding things exceptionally 'tight' at the moment, so I am trying to play my part in making it easier for everyone to have me present at their organisation. I hope that it helps.

This is not an income-generating tour. As long as my travel and other costs are covered, this is all about how many nurses, health professionals, clinicians, researchers and educators I can inspire, motivate, challenge, catalyse, inform and maybe even transform.

There are a range of Masterclass, seminar and workshop sessions and events that will appeal to everyone, from clinicians to faculty and researchers. (See Below). Any of these can be offered as a half-day, full day or two-day event, depending on your needs and preferences.

Costs for the events couldn't be more simple. An inclusive £1,000 for each day or part of a day.

These costs includes all my 'local travel' from within the UK

The only other cost involved for you is that you'd book me a room and breakfast for the event night and night before somewhere near the event venue. Just something modest like a Holiday Inn Express, or Premier Inn is perfect.

Basically, I am 'at your disposal' for the day(s) and we can plan exact approach and content for maximum benefit for all staff generally, or perhaps create sessions targeted towards key leadership or research groups.

The dates available are between

19th March - 13th April

20th April - 25th April

1st - 16th May

(May 14 & 15 are already tentatively booked)

### **Nurses Day Oration:**

Do you have a great speaker lined up for 2018's International Nurses Day? This event is ALWAYS the first to be booked out so please act fast. Nurses Day is the time when we thank, inspire and supercharge our nurses' pride and understanding of what it is they do, how they make a difference to patients, clients, families and communities and how they transform both lives and health services. This is what I do:

"I am writing to convey my most sincere appreciation for your outstanding contribution to our celebrations during International Nurses and Midwives Week. Your oration, on International Nurses' Day, was the highlight of the week. During your oration you clearly captured the hearts, minds and spirit of all present. Your eloquent, insightful exploration of 'How Can You Bear to be a Nurse?' took us all to the centre of the profound privilege, beauty and potential of our profession. You reminded us all that what we do is transform lives! I am sure you were aware of the intense way in which your audience, of some two hundred nurses from all ranks and sectors within the ACT, responded to your challenging, inspiring and deeply moving message.

Associate Professor Joy Vickerstaff, Acting Chief Nurse,  
ACT, Australia

## **Seminar Topic: 'Making practice-focused research happen in a busy clinical world'**

This seminar will leave participants with the knowledge, confidence and personal and professional strategies that will help create a vibrant research culture in their organisation. There are so many 'negatives' surrounding research that sometimes clinicians or new faculty almost don't know where to begin. This seminar gives participants the conceptual and practical skills to take research from rhetoric to reality.

## **Seminar Topic: The Big Four Questions that will change Nursing & Health Care**

Are these just four questions or Nursing's Four Horsemen of the Apocalypse™? That depends on how well nurses and health professionals can respond to these 4 major challenges of our health care age. This session distills many of the key issues facing nurses and health services today and helps equip participants with practical and do-able strategies to not only respond to the questions but to revision their roles and responsibilities in the most powerful of ways. No one will EVER say, 'I'm just a nurse' after this event.

## **Seminar Topic: Reclaiming the Art of Nursing: Understanding and improving patient experiences using Arts & Humanities.**

How are we to more fully understand the experiences of our patients and clients? How can we develop greater sensitivity and awareness of what it really means to enter the world of illness, to become aware that our once-reliable bodies now betray us, to take up the passport to what Susan Sontag called 'the night side of life'? What is it really like to be seriously ill or injured, to be disabled or to face the possibility of death? What does it mean to face this happening to a loved one? We think that we know what hospitalisation is like but how much more we can learn from those who can articulate the experience more powerfully than our textbooks or principles of 'customer-focus'.

Patients and families often say of their illness or condition that professionals 'just don't understand what this is really like'. In this unique seminar we will explore, through poetry, short stories, novels, art and photography, these vital aspects of 'the human condition' that health care professionals may face each day in their practice in order to deepen our understandings and increase our awareness of 'what it is like' from the patient's or family's perspective.

### **Seminar Topic: The crisis of 'fundamental care' and the lessons for the future of nursing**

"Unless the 'Crisis, what crisis?' dictum guides you, you cannot be oblivious to the seeming erosion of caring and compassion in Nursing. This crisis has been long fermenting but came to a head with the UK revelations in the initial 2010 Francis Report and in the Patients Association landmark report of 2009 and continues today in numerous 'hospital scandal' reports. The PA report did not soften its blows by absolving individual nurses and conveniently blaming 'the system'. Part of the problem was some nurses who it seemed, couldn't care less." So, what are nursing's responsibilities related to both the devaluation of fundamental nurse caring and for restoring public confidence in nursing as an elementally caring service?" This can be an uncomfortable and confronting session but it is a discussion that nursing MUST have, with openness rather than defensiveness, if we are to turn around this 'crisis'.

### **Seminar Topic: The future of Nursing and the nurse of the future. Will you be ready?**

No one can predict the future exactly but we can and must try to determine the social and professional changes that will impact on nursing and health care over the next, 5, 10 or 20 years. We know for certain that the practice and systems that we created for the last 20 years will not work for the next 20, so nurses are faced with truly challenging questions, such as:

- Are we preparing nurses for the present or future?
- Are we preparing nurses for roles that may not even exist yet?

- How will nurses respond to dramatic technological and social media changes?
- Will the robots be coming to take your job?
- How will changing patient profiles and public expectations influence the nurse of the future?
- What will be the absolutely essential skills, talents and abilities that the nurse of 2030 will need to possess?
- Can our current education and service systems respond to these changes or will new ones need to be created?

How we respond to these and similar challenges may not only determine nursing's future, but determine whether it has one.

**Seminar Topic: Social Media for nurses and health professionals: How not to be a total twit and fall flat on your Facebook.**

SoMe is a double-edged sword. On one hand it offers almost unimagined possibilities for engagement, sharing, informing and connection, between health professionals, patients & clients and the world at large. The dark side is the potential for trolling, breached confidentiality and the 'career-ending tweet' or Facebook posting. My title of 'Social media Nurse of the Year in 2012 carries a heavy responsibility :-). In this seminar I share the clear do's and don'ts of Social Media that will help every health professional to engage positively with SoMe.

**Seminar Topic: 'Never heard of you!' – Shameless self-promotion and 'getting out there' for clinicians, researchers and academics. How to market and promote yourself and your work while still being able to sleep at night.**

If you are 'the best-kept secret' in your hospital or school, don't congratulate yourself. You are not doing your job properly. Like it or not, in 2018 we are all in marketing, every nurse and every researcher. The questions we face are no longer, 'should we do this' but HOW to do this without appearing to be a narcissistic egomaniac. How can we best "get out there"? This CAN be done and in this seminar I will share strategies and approaches for promoting and publicising ourselves and our great work in ways that allow us to face our colleagues and sleep at night!

**Seminar Topic: Fighting the Fakes: Recognising, avoiding and combatting predatory publishers if you value your credibility and career.**

There is no greater threat to our research, scholarship, literature and professional credibility than the rise of predatory publishers and their fake journals and conferences. Fake or predatory conferences now outnumber legitimate events (THES, 2017) Accepted wisdom was that academics and researchers were 'duped' by the predators to submit their work to a fake journal or conference. In 2018, there can be no excuse for 'not knowing' about this threat and about knowing exactly where to publish and present

**Seminar Topic: Research grant hacks: How to write a grant proposal that has the best chance of success.**

As grant funding gets ever-tighter across the world, there is simply no chance of funding success for the mediocre or 'almost good enough' grant proposal. In this seminar I will share tips and examples from around 15 successfully funded proposals that were mostly qualitative (and thus apparently 'unfundable' in some eyes). I will also share some secrets and insights from the 'review room' based on around 20 years of reviewing grants for national funding bodies. What reviewers look for in grants to fund vs those to bin may surprise you.

**Seminar Topic: What does Research Leadership look like and how can Research Leaders create and develop a successful research unit, team or department.**

There are countless "Leadership Courses" all over the world but nothing delivered by a Research Leader such Philip Darbyshire that will prepare you for the role of developing and running a professionally and financially successful Research Department or being Head of Research at your School, University, Hospital or Health Service.

As more and more outcomes, metrics and influence seems to be demanded, we need to understand exactly HOW such a thriving

and successful research culture can be developed in our organisations.

Topics may include:

Being a Research Leader in a 'publish or perish' world? Can academic publications/publishing be 'managed'? Helping researchers, higher degree students and faculty to publish well. Creating the policies and processes that will combat 'predatory publishers'.

Developing teams, networks and collaboration: The politics and pragmatics. Everyone is 'in favour' of collaboration and teamwork, but the research world is fraught with failed teams and collaborations that aren't. I will share approaches that work and hard lessons to be learned.

People management in an era of outcomes and metrics: How do we attract and retain the best researchers? How do we create research cultures that welcome, support and enable valued research outcomes and research success? How do we recognise and manage inadequate research performance in ways that are humane and encouraging?

How to maximise and improve grant funding success. Grant funding education and professional development for researchers that works.

Developing a School or Health Service 'Research Strategy' that is meaningful, real and that has a chance of succeeding.

Stories from the frontline: We will share and discuss our own stories and examples of tactics, approaches and initiatives that have succeeded and/or failed and draw out the key lessons of these experiences.

Prof Philip Darbyshire has won over a million dollars in competitive research funding, undertaken over 20 funded, collaborative studies, presented over 100 invited keynote papers and workshops in 12 countries and published over 100 refereed papers, books and book chapters. His research department was accredited by the

Australian Council for Healthcare Standards in 2008 as being an “example of excellence in research leadership”.

**What people say about the value of these events for their practice and their organisations. (And what your staff could be saying next year!):**

Visit this link on my website: <http://philipdarbyshire.com.au/conversations/testimonials/>

**How to book me:**

To book me for your organisation during the next UK/Europe visit, or to find out more, please contact me on [philip@philipdarbyshire.com.au](mailto:philip@philipdarbyshire.com.au) or via twitter @PDarbyshire

The most important step is booking me for a particular date(s). When we have that locked in, we can work out content details and publicity later.

The google calendar with free and booked days (marked busy) is [viewable here](#). There is also an events calendar on man website under ‘Events’.

I look forward to hearing from you.