



Our Manchester Experience

The Our Manchester Experience

An interactive and immersive journey to inspire and equip all 7,000 Council staff to understand Our Manchester and what it means to them. The experience has been developed with the objectives to:

- ❖ Give staff a clear understanding of the journey to Our Manchester: where we've been, where we are now and where we aspire to be.
- ❖ Emphasise the critical part which our staff will play in helping realise this aspiration
- ❖ Consider the behaviours which we will all need to embody to make this a reality, what they mean in practice and how they can be demonstrated day-to-day.

100% of our Staff will be part of the Experience

Design Background

Created the Our Manchester way

Design work began in November 2016. Officers from a diverse variety of services were engaged at an early stage in order to ensure their input was captured and used to develop the Experience.

Concept 'tours' took place with a range of staff

Experts from Manchester Gallery & Libraries and MOSI were involved in the process to provide advice and guidance

Discussions with partners helped shaped the detail

Castlefield Visitors' Centre identified as the home of the experience and fit-out and testing completed in September 2017



The Experience

The Experience is different from other 'training' in a number of ways:

It's interactive: It's different from how staff will have learnt in the workplace previously. It uses interactive exercises and visuals with the intention to engage and enthuse

It takes participants on a journey: Individuals move through the Experience understanding the background of Our Manchester in the context of the people and place of the City and work together to explore their role in making this happen

Each experience will be different: Participants own stories and input will inform each journey

There's a clear link back to the day job: The Experience is about bringing the Our Manchester behaviours to life. Participants will be guided to understand what the behaviours mean in the context of their role and make a commitment which will be followed up when they return to work

It's constantly evolving: Each journey will inform the bank of stories and examples to be used in the future

It's for all staff: 100% of staff will be part of the Experience. We are working with Heads of Service across the organisation to facilitate this in the context of service demands

Our Manchester Experience Guides

Participants will be taken through the Experience by their peers.

Following a Council wide recruitment campaign 27 employees from a diverse range of Services have become *Our Manchester Experience Guides*.

Guides have been through 3 days of training including an overview of Our Manchester and its underpinning behaviours, presentation skills and facilitation within the context of the Experience. Training has been supplemented by weekly sessions to further up-skill the Guides in Our Manchester and use their collective knowledge and experiences to inform the content of the Experience.

The Guides will be responsible for taking participants through the Experience, ensuring the learning objectives in each room are achieved. They will use personal stories and experiences to bring Our Manchester to life.

The Guides are Our Manchester ambassadors, and outside of the Experience will be sharing their stories, spreading the message about the Experience and encouraging participation in the Our Manchester approach as part of the broader programme of work to embed the Our Manchester behaviours.

The Our Manchester Behavior Framework

The framework will be woven through the Experience. It sets out what our behaviours really mean, as described by staff; the way we all want to work to make Our Manchester a reality. The behaviours are not the tasks associated with a particular job. They identify *how* each individual 'acts'.

When we work in an Our Manchester way we...

are Proud

- We try our hardest to make Manchester a better place
- We actively tell people what our city has to offer
- We do everything to the best of our ability and encourage others to do the same.
- We recognise achievements and celebrate our strengths

Behaving in this way means...
We're proud and passionate about Manchester

Listen

- We have an open mind and never assume we know best
- We carefully listen to other people's opinions, and respect what they say
- We value conversations and give people the time to talk
- We understand what is important to someone

Behaving in this way means...
We take time to listen and understand

Own It

- We take ownership and responsibility to see things through; doing what we say we will
- We are innovative and encourage new ideas
- We demonstrate a positive 'can do' attitude to every situation
- We start from strengths, building on these to improve and develop outcomes

Behaving in this way means...
We 'own it' and we're not afraid to try new things

Work Together

- We respect everyone's opinion and recognise their contribution
- We motivate each other
- We have open and honest conversations
- We value everyone's contribution to make things happen

Behaving in this way means...
We work together and trust each other

When the behaviours are not demonstrated...

Being negative. Not putting the efforts in. Not standing up for Manchester & Mancunians

Assuming we know the answers. Deciding on the outcome before talking to people. Not asking if we don't understand

Too worried to try something new. Expecting others to make the change. Not seeing something through to the end or fixing problems

Blaming others. Not believing people. Poor communication Working in isolation.

We've listened to thousands of hopes and dreams for Manchester, and many of you told us what behaviours were important to make this ambitious plan a reality. The Our Manchester behaviours are our way of helping us get to where we want to be by 2025. If we all work in this way, then imagine what can be achieved. The framework outlines what our staff have told us - through events, focus groups, everyday conversations - what they understand about these behaviors, and what it means to them. But it doesn't stop there. For each service, team and individual these behaviours could mean something different. So now it's over to you. **What do our behaviours mean for You?**

Phase 1

During the first 12 weeks (to Christmas) over 700 individuals will be part of the Experience

This will include a diverse mix of staff:

- ❖ Front line and back office,
- ❖ Those who have attended a Listening in Action session and those who haven't
- ❖ Staff taking part with their teams
- ❖ Staff in mixed groups with people they haven't met previously

A number of partners will also be part of the Experience:

- ❖ Members of the Our Manchester Forum and Our Manchester Design and Delivery Group
- ❖ NHS staff from MHCC and the Locality Teams
- ❖ Public sector partners from across the three neighbourhood teams

SMT and a number of Members will also be part of the Experience with staff

A number of tools are being utilised to ensure effective monitoring and evaluation:

- ❖ The number and mix of staff taking part
- ❖ Immediate feedback scores and content suggestions from staff
- ❖ Feedback three days after the Experience
- ❖ Feedback three months after the Experience on the lasting impact and progress with their commitment

Feedback will also provide stories that can be shared and encourage further change and engagement

A further detailed plan will be developed in line with feedback from the initial 12 week period to support a full roll out to all staff and further partners.