



Driving Performance with Brain Science

FirstAscent
Incorporating The Oakridge Centre

**Bold Thinking.
Clear Strategy.
Lasting Results.**

Welcome to First Ascent

Maximise the performance of your leaders, teams and organisation with our tailored development programmes that incorporate contemporary brain science.

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Why Work with First Ascent?

At First Ascent, we work in close partnership with clients to provide uniquely designed solutions that tackle individual, team and organisational challenges. We listen, question and challenge you, then we engage and develop your people to deliver a guaranteed return on investment for your organisation.



First Ascent is more than a training provider; for us, they are a comprehensive learning and development partner. Having a trusted collaborator we can always turn to has been truly invaluable.

Dr Kirsten Fasey, Director of People, Governance & Integrity, British Triathlon

Partnership

We believe developing a relationship and working in partnership with all of our clients is vital to delivering success.

As a trusted partner, we work closely with you to dig beneath the surface and find a solution to your organisation's unique challenges and needs. Our relationship with you continues long after the formal learning concludes, as all of our programme alumni have access to ongoing support and mentoring.

Sustainable Results

Driving performance and achieving measurable results is always our number one priority for clients. We focus on equipping your people to practically apply their learning back in the workplace and make long term, sustainable changes.

To ensure we deliver results that give you a real return on investment, our programmes are designed around clear, measurable outcomes using the Kirkpatrick Framework. We will encourage you to measure return on investment and judge our impact financially.

Our programmes provide you a guarantee:

40x
Return on Investment

Brain Science

Robust science, contemporary thinking and credible research underpin everything that we do. We use the latest brain science, psychology, social neuroscience and learning practices to ensure every programme is engaging and highly effective.

Needs analysis, content design and style of delivery are all guided by scientifically proven techniques and tools to embed learning and maximise impact.

Tailored Programmes

One size does not fit all when it comes to development programmes. Whatever your focus, we will work closely with you to design a bespoke solution that meets your requirements and delivers on your objectives.

We are experienced in designing and delivering a wide variety of programmes. These include Leadership, Team, Graduate and Talent Development, Recruitment Support, Coaching and Culture Change.

Since 2018
we have
delivered

2,808
programmes

This equates
to an annual
average of

6,100
programme participants

Design

We start with an open mind, a clean sheet of paper and lots of experience. We listen to your objectives, aspirations and operational realities. We question and challenge you to understand the situation. Then we recommend a programme to engage your people for maximum impact.

From the very start of the process, we will incorporate clear, tangible objectives into your programme, as we know how critical it is that your investment in people development is impactful and measurable.

Delivery

Our engaging and energising programmes incorporate contemporary brain science and are delivered by our highly experienced team. The result: a programme that your delegates will remember as the most effective and enjoyable development experience of their careers.

Our brilliant team will inject passion and energy into your programme, drawing on their own leadership experience at a senior level. We have access to a wide range of specialist knowledge and skills, enabling us to create the ideal team to meet your specific needs.

Driving Sustainable Impact

To reinforce learning and deliver a significant, sustainable impact, we use a variety of robust practical tools and approaches to enhance your tailored solution.

We are placed in the "world class" category with a net promoter score of

90%
NPS Score



The training was received really positively by the team. They found it enjoyable, informative, thought provoking and all agreed it was one of the most effective and actionable courses they had experienced.

Function Director, Santander UK

Profiling Tools

An accurate profiling tool can provide the foundation to transform communication, productivity and performance at every level of your organisation.

Contemporary research and brain science tell us much more about how people prefer to think and behave than ever before. Robust profiling tools have evolved to reflect this new knowledge. We recommend Emergenetics, which represents the next generation of profiling tools, combining exceptional accuracy, accessibility and impact.

Executive Coaching

Whether implemented as part of a tailored solution or as a powerful independent tool, one-to-one coaching can significantly accelerate performance.

Our qualified and experienced coaches provide personal and practical performance coaching to Middle Managers, Senior Managers and Board Executives. Having experienced first-hand the challenges and pressures of senior leadership, our coaches bring unique personal insight and specialist knowledge to their coaching support.

Inclusion

Inclusion is a design principle for us as well as a topic for discussion in our programmes. We are proud of the diversity of our own team, which in itself helps us to bring the subject of inclusion to life for our participants.

We are very experienced in supporting participants from a wide variety of cultural backgrounds, those with neurodiverse attributes, or individuals with other superpowers.

Certifications

Combine the practical focus of your bespoke programme with the added benefits and credibility of a professional qualification.

As an approved centre for the Institute of Leadership and Management (ILM) we can incorporate the achievement of a certification (at levels 3, 5 or 7) into our programmes.

Lifetime Alumni Support

To ensure their learning and development continues, all participants in a First Ascent programme have access to a range of ongoing support.

This includes free mentoring from our team for the duration of their career, offering access to expert support on demand.

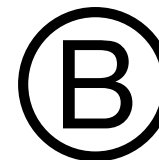
Alumni also have lifetime access to the First Ascent Foundation. Running several times a year, Foundation events bring like-minded leaders together to share and discuss the latest ideas and solutions around a specific leadership challenge.

Topics are as diverse as utilising AI, the fourth industrial revolution, resilience and the changing nature of work.

About First Ascent

First Ascent has spent over 25 years helping organisations unlock their potential and deliver exceptional results. Today, we continue to partner with organisations that demand the highest levels of performance. As a certified BCorp, we are committed to balancing purpose with profit, holding ourselves accountable to rigorous standards of social, environmental, and ethical responsibility. In a world that demands more from business, we believe performance and purpose must go hand in hand.

Certified



Corporation

Our Values

Agile

We respond fast and adapt with ease when you ask us to.

We appreciate that things change. Our experience and resources enable us to flex to find the best solution for your organisation and to meet the needs of your people.

Provocative

We stretch boundaries, encourage respectful challenge and create honest discussion.

We are not afraid to ask difficult questions or challenge assumptions, as we know that these conversations make a real difference to creating sustainable high performance.

Expert

We invest significant time and energy to be the best in our disciplines.

Knowledge alone is not enough to deliver an outstanding programme. We combine current thinking, science and research with our team's wealth of practical experience to deliver exceptional results.

Accountable

We believe in transparency and guaranteeing a return on your investment.

We design our programmes around clear, measurable outputs because we are confident that we will deliver results that make an impact and provide a return on your investment.

Aligned

We align with our clients, with each other and with doing good business.

We start from a clean sheet to create bespoke programmes. We only have team members who are team players. We seek to add social value to a world that should be sustainable for future generations.



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For our full list of accreditations please visit our website

British Triathlon

An impactful partnership
with British Triathlon



First Ascent is a valued learning and development partner to British Triathlon. We support them in embedding learning across the organisation and delivering a range of programmes and projects.

“First Ascent is more than a training provider; for us, they are a comprehensive learning and development partner. Having a trusted collaborator we can always turn to has been truly invaluable.”

**Dr Kirsten Fasey,
Director of People,
Governance & Integrity**

Organisation Overview

British Triathlon is the national governing body for Triathlon, Aquathlon and Duathlon. First Ascent is a long-standing partner with its internal team to evolve the approach to learning and development across the organisation.

The challenge

At the start of British Triathlon's journey with First Ascent, they didn't have an in-house learning and development resource. They wanted support with specific projects and a partner with the expertise and insight to help them transform their approach to board and executive development, recruitment, leadership and people development.

Early help

British Triathlon initially approached First Ascent to help them with board level and executive development, strategy facilitation and leadership development. Early projects also included co-designing and delivering assessment centres to recruit a new CEO and external board evaluations.

An expert perspective on assessment centres helped the internal team confidently plan and execute the day and secure the right candidate for the role.

External board evaluations provided by First Ascent helped British Triathlon understand and address its key challenges and future opportunities in accordance with the Code for Sports Governance.

Evolving needs

Overtime, British Triathlon also wanted to develop a learning and development programme to help its team grow and perform at its best. They looked to First Ascent to help them deliver workshops on everything from public speaking to project management and customer service. Drawing on its bank of specialists, First Ascent offered a diverse programme tailored to the organisation's needs.

“It's never off the shelf; it always feels bespoke to the needs of our team and our culture. They have such a broad range of expertise – and the right content, delivered in the right way, has been hugely transformative for us.”

Dr Kirsten Fasey, Director of People, Governance & Integrity

Embedding Emergenetics

Understanding your own and others' thinking and behaviour preferences can transform communication, productivity and performance.

British Triathlon saw the potential it could bring to their team, and First Ascent supported them through Emergenetics psychometric profiling. Initially, Emergenetics profiles were explored with senior leaders through workshops, which gave them a deeper understanding of their individual thinking and behavioural preferences. Leaders were then empowered to run Emergenetics sessions across the organisation.

Feedback comments:

"Non-judgemental and insightful"

"Fun and engaging"

"Happy and content being me"

"Collaborative, respectful, encouraging"

"Apprehensive at the start, comfortable by the end."

Embedding Emergenetics across British Triathlon has equipped the 85-strong team with personal insight, practical tools and strategies to work better together, communicate more effectively, and keep progressing.

"Emergenetics is now part of our everyday. It has been a shared learning experience that has transformed the language we use, the way we collaborate, and had a real impact across the team."

Dr Kirsten Fasey, Director of People, Governance & Integrity

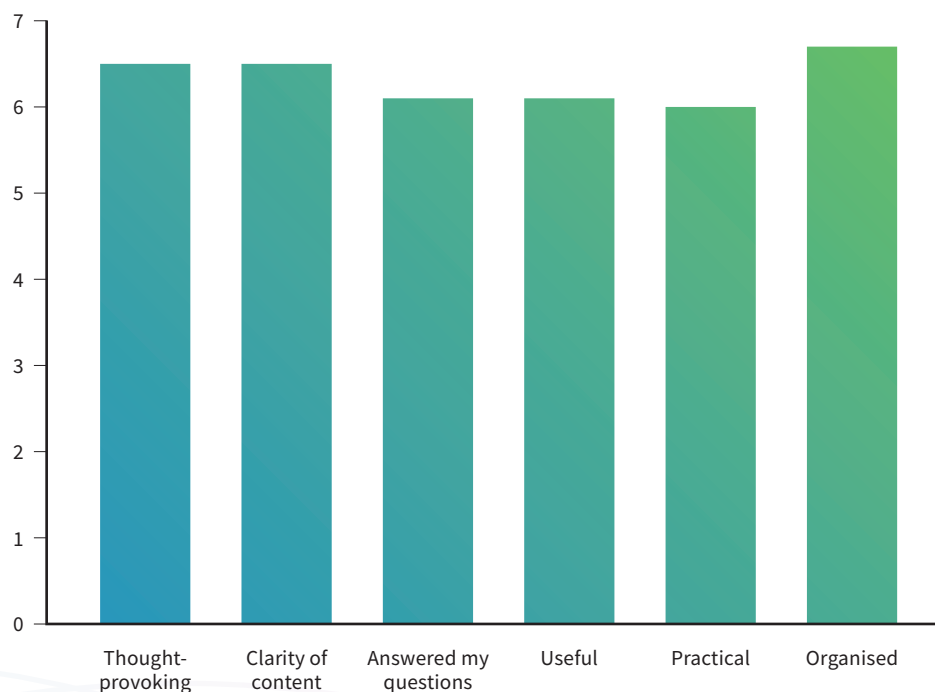
The impact of Emergenetics

99% of attendees were 'Very Satisfied' or 'Satisfied' with the workshop.

97% said they applied what they learned about Emergenetics to understand themselves and others better.

We asked participants to rate their workshop experience on a 1–7 Likert scale, where 1 means strongly disagree, 7 strongly agree, and 4 is neutral. The chart below illustrates the findings.

Evaluation



Future Leaders Programme

"The programme was great. The content was relevant to me and my role and allowed me to learn new skills and techniques for managing conversations both internally and externally."

"A really useful programme – it has been thought-provoking in terms of how I can dedicate some time and space to my future career moves."

Future Leaders Programme

When British Triathlon wanted to invest in its emerging leadership talent, it asked First Ascent to co-design and deliver a bespoke leadership development programme. The programme focused on helping future leaders improve their impact and influence, initiate and implement change, create an innovation culture and be confident in leadership conversations.

The British Triathlon team drew on First Ascent's experience at every step, from identifying training needs to designing and delivering the workshops and staging a Development Centre to find the right candidates for the programme. So far, 10 future leaders have completed the programme, and 5 more are using the experience gained at the Development Centre to create personal development plans, with a view to gaining a place on a future cohort.

Evaluation

100%

of participants agreed that:

**our facilitator was
flexible to meet
our needs during
the session**

100%

of participants agreed that:

**our facilitator
showed expertise in
the subjects
we covered**

100%

participants agreed that:

**our facilitator
made the session
relevant to
our context**

A holistic partnership

"Having that trusted sounding board, expertise, and knowledge always on hand from First Ascent gives us so much confidence. And as a values-led organisation, collaborating with a team who share our values around things like social impact is really important too."

Dr Kirsten Fasey, Director of People, Governance & Integrity

First Ascent continues to work with British Triathlon, helping senior leaders implement learning and development strategies that deliver measurable results and help their teams thrive.

Do you want to drive real change in your organisation and unlock the potential in your team?
Get in touch to explore how we can help: info@firstascentgroup.com

First Ascent
Incorporating The Oakridge Centre



Selecting a Psychometric Profiling Tool

9 QUESTIONS TO ASK



There are great a number of profiling tools to choose from. So how do you make an assessment and select one that is reliable and fit for purpose.

We have produced this guide to help you navigate your way to a decision.

1 Original Research and Population

What population size and make-up informed the original research upon which the tool was based?

- If the population upon which the original research was based, is limited, both in size or scope, can that research be considered credible?
- The majority of tools based their founding research on less than 1000 people, some on as few as 25 and some 0. Sectors were also often limited.
- A minimum sample size should be 5000 and be measuring people from relevant backgrounds to the audience the tool will be used with.

The original Emergenetics research was derived from a statistical review of over 10,000 individuals from a broad and diverse range of industry sectors.



2 Reliability and Validity

How reliable and valid are the questionnaire questions? Are the results consistent over time?

There are several elements that measure the reliability and validity of a tool.

- **Inter-Item Reliability:** an assessment of the effectiveness of the questions (items) in reliably and validly isolating the attributes (factors) the questionnaire is trying to diagnose. Cronbach's Coefficient Alpha, used to measure Inter-Item Reliability for reputable psychometric tests, falls within the range of 0.70 to 0.85
- **Test-retest Reliability:** refers to the stability of the survey over time; that is, whether survey scores remain the same if the test is taken more than once, by the same person.

3 Re-norming Frequency

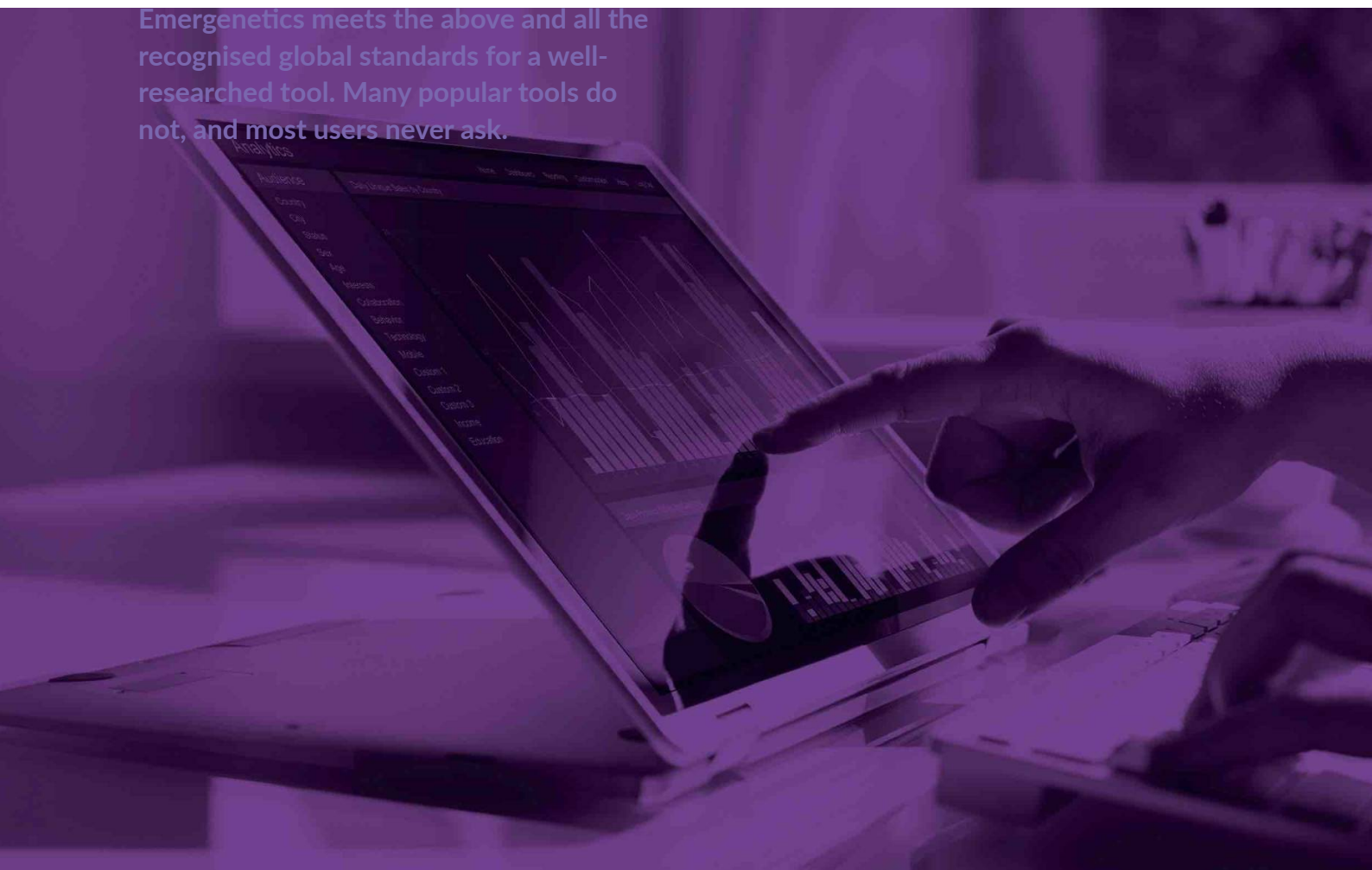
Are the norms recalculated as population trends evolve?

Globally, social attitudes, educational approaches and technology all affect how we think and behave – we are a collective evolving organism. This must be accounted for, through regular re-norming of the tool (a huge task).

Many tools are decades old, or more, and do not re-norm, despite the characteristics of the working population globally evolving. Changes in social norms must be accounted for on a regular basis.

Emergenetics re-norms the original research every two years against a recent global sample of approximately 10,000 people.

Emergenetics meets the above and all the recognised global standards for a well-researched tool. Many popular tools do not, and most users never ask.





Technical Report

Does the tool provide a free, openly-published technical report to explain its research and reliability?

Most tools are not open about their research background and reliability/validity results. This is because they know it would expose poor (or no) research and weak design principles in the tool.

Well-researched tools make their Technical report freely available for anyone to access.

The Emergenetics technical report is freely available on our website and is updated every 2 years to reflect the re-forming process.

Plain Language

Are questions and reports straightforward when in plain language?

Tools are full of jargon that is only easily understood by psychologists.

Often, the language can be negative and demoralizing.

Good design (words and structure) needs to be easy, and plain language needs to be straightforward and clear.

Overly worded reports can be incredibly damaging and less productive.

Emergenetics is communicated in straightforward, contemporary language, using a strength-based approach. Because it focuses on preferences not abilities, there is no stigma.

6 Labelling

Does the profile label people?

Many profiles assign labels (encouraging stereotypes) to certain personality types. Today, people quite rightly reject this approach, because it over-simplifies us as humans and tends to discourage adaption of our behaviours to suit the situation (i.e. the labels can be used as an excuse).

Humans are far more complex and will move from their preferences in different situations – this needs to be one of the strong messages delivered by a reliable tool.

Emergenetics eliminates 'labelling'. It also emphasises learning around adapting from preferences and not using profiles as an excuse.

7 Embedding Learning and Impact

Are there support tools available to enable participants embed learning and impact?

Learning fades over time unless reinforced. Enjoying receiving your profile in a 121 or team session does not mean you will learn or apply the learning.

Is anything provided other than the profile and the facilitation? How is it made practical and how is learning revisited to ensure understanding is not diluted or forgotten?

Tools need to provide ongoing support mechanisms to maximise their learning impact.

Emergenetics provides access to pre and post session eLearning courses, the Emergenetics+ app and a comprehensive library of resources.



8 Thinking and Behaving

Does the tool assume linkages between thinking and behaving attributes?

Many tools combine how we think and behave into one attribute (e.g. an analytical thinker will be assumed an introvert). Four attribute models have a great tendency to fall into this trap, given their need to simplify to 4 traits.

Research now shows thinking and behaviour traits are separate and independent.

Emergenetics separates thinking and behaviour attributes, and no assumed correlation exists (which is backed up by the research). The profile is much more nuanced than four attribute modules, which is a key reason people feel strong affinity to their profile.

9 Quality Control of Practitioners

Does the tool have a quality control infrastructure globally?

Most tools rely on certifying practitioners to deliver the end-user experience.

Most tools do not maintain regular quality control checks on their practitioners, who inevitably develop bad habits in delivery or do not keep up to date with research.

Emergenetics certifies its practitioners and then ensures they stay up to date with knowledge and delivery accuracy. All practitioners are monitored annually to ensure they remain current.



Impact of Emergenetics



87% of clients reduce
miscommunication



79% of participants gain
greater self-awareness



68% of participants improve
working relationships

SOURCE: Emergenetics client survey (2021)
and Emergenetics Technical Report (2022)



Accredited by the International
Coaching Federation for 17 credited
hours (11 in Resource Development
and 6 in Core Competency).



The 2-day Emergenetics Associate
Certification Programs is approved for
17 recertification credit hours by HR
Certification Institute (HRCI).

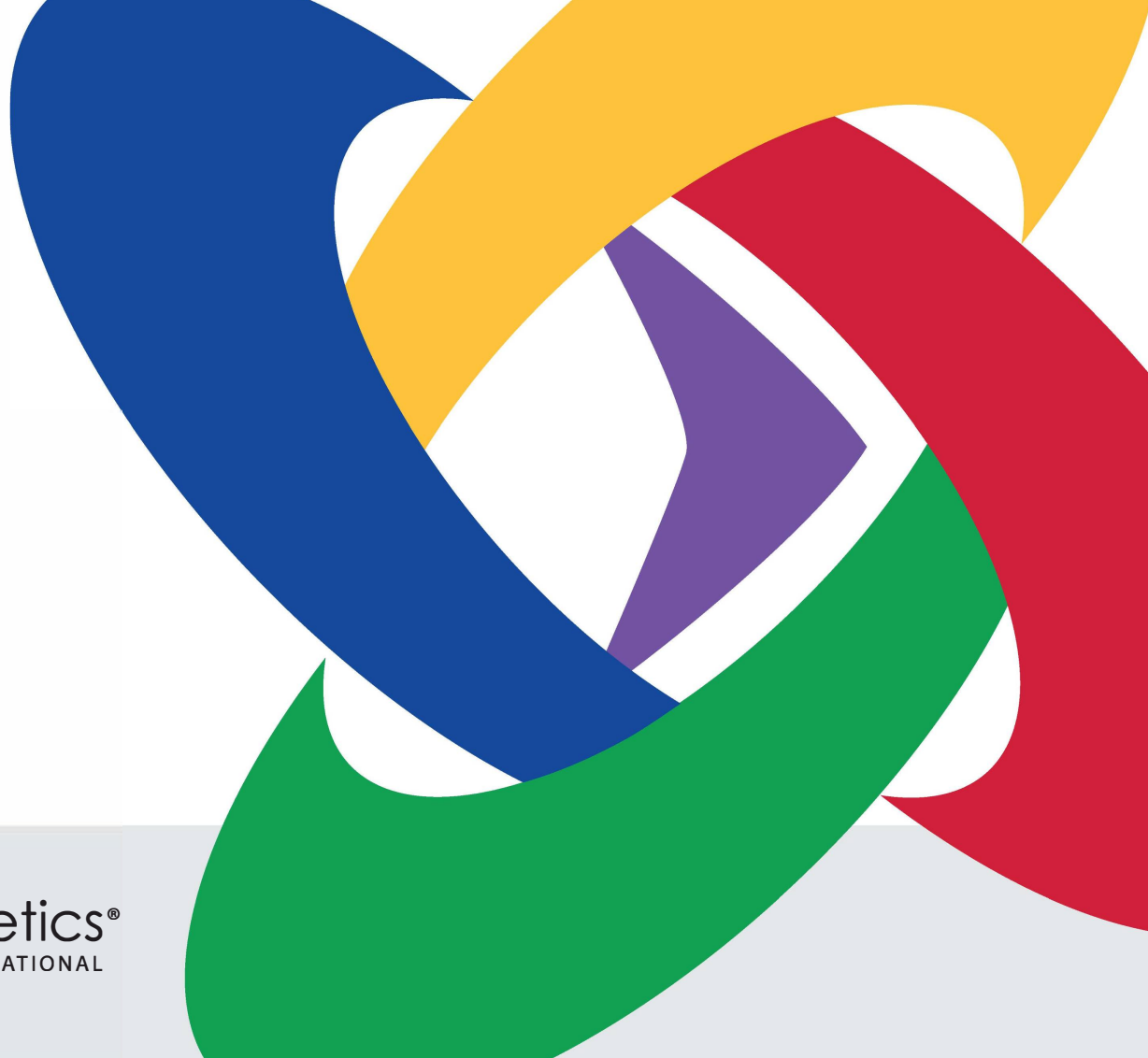


Over 1 million profiles completed in more
than 25 languages globally across a broad
spectrum of organisations and industries.



Emergenetics UK

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emergenetics®
INTERNATIONAL

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WHO WE ARE

Emergenetics is dedicated to realising the potential of people in organisations. We are experts in the way individuals think, behave and communicate. We aim to empower human connection and performance by applying our knowledge to how people work and grow.

Developed from a foundation of psychology, social analytics and social neuroscience, Emergenetics provides contemporary tools and high energy, tailored people development to drive individual, team and organisational performance.



GLOBAL NETWORK

Emergenetics supports organisations across the globe. We have a network of over 2,500 Emergenetics practitioners and offices in nearly 30 different countries around the world.



ROBUST SCIENCE

Scientifically proven techniques and accurate psychometric models form the basis of our tools and programmes. Robust science, contemporary thinking and credible research ensure learning is engaging and highly effective.

The Emergenetics model is a measurable, proven way to recognise thinking and behavioural patterns of individuals and teams. This unique insight underpins all our programmes to embed learning and maximise impact.

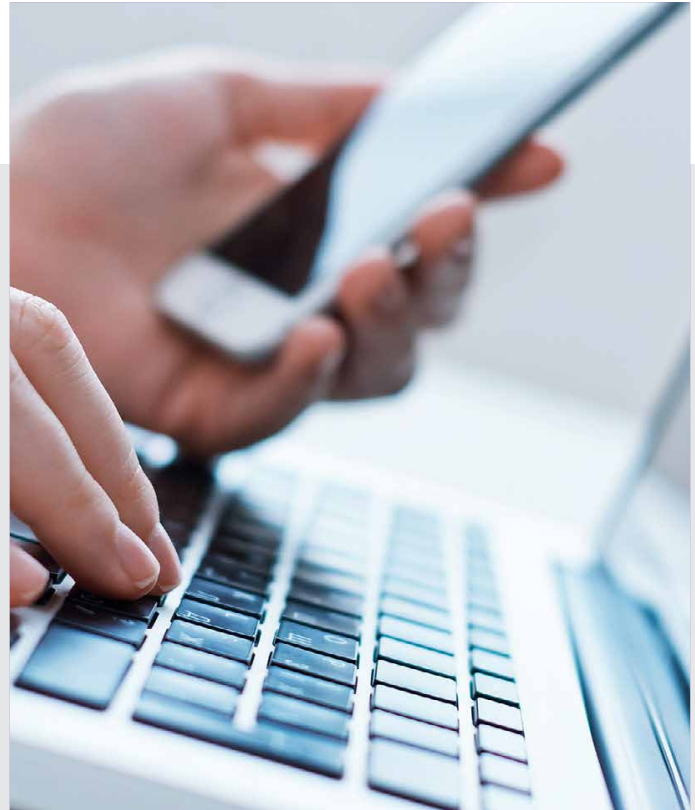
The Emergenetics model meets professional standards for psychometric testing for both validity and reliability, details of which are freely available in our technical report, which is updated every two years.

TECHNOLOGY

Technology plays a crucial role in embedding knowledge and equipping individuals to practically apply their learning in the workplace.

Emergenetics has rapidly evolved to harness the power of technology and all our tools are managed through an online platform. The Emergenetics+ portal, innovative mobile app and our online egLearning Library of courses provide opportunities for blended learning, supporting your people before, during and after they participate in a programme.

This personalised and interactive online experience continues to coach individuals, encourage communication and reinforce learning long-term.



THE EMERGENETICS SOLUTION

Whatever your challenges and objectives, we will work closely with you to identify the most effective solution for your needs. Our range of tools, programmes and services are all focused on the same outcome – driving performance in individuals, teams and organisations. They include:



Robust
Development Tools



Customised
Workshops



Blended
Learning



Practical
Implementation



Strategic
Integration



Certification



Metrics



Marketing
Support



Mobile
Technology

EMERGINEERING

Emergineering describes our work with clients who use the full power of Emergenetics across their whole organisation, from people development to performance and career management.

Emergineering takes a strategic approach to evolving the culture and productivity of your organisation. It provides the full power of Emergenetics through a partnership relationship, whereby we become close advisors and enablers for long-term success.

EMERGENETICS PROFILE

Developed through years of psychometric research, the Emergenetics Profile uniquely measures how people think and behave. With this knowledge, you and your teams can develop strategies to improve communication, productivity and performance.

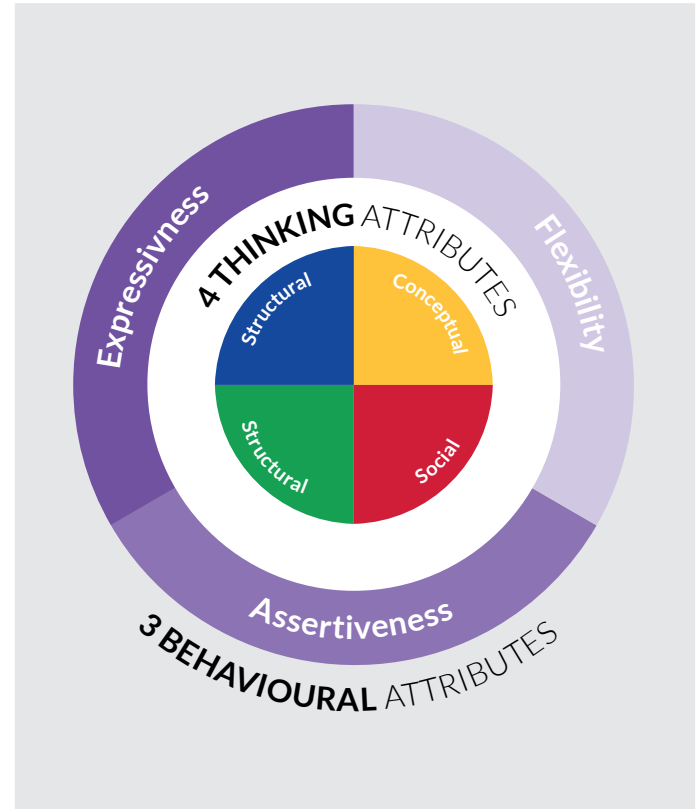
The Emergenetics Profile accurately measures three behavioural attributes:

➤ **Expressiveness, Assertiveness, Flexibility**

and four thinking attributes:

➤ **Analytical, Structural, Social, Conceptual**

The attributes are represented in a clear, colour-coded report, designed to be memorable, easy to understand and apply.



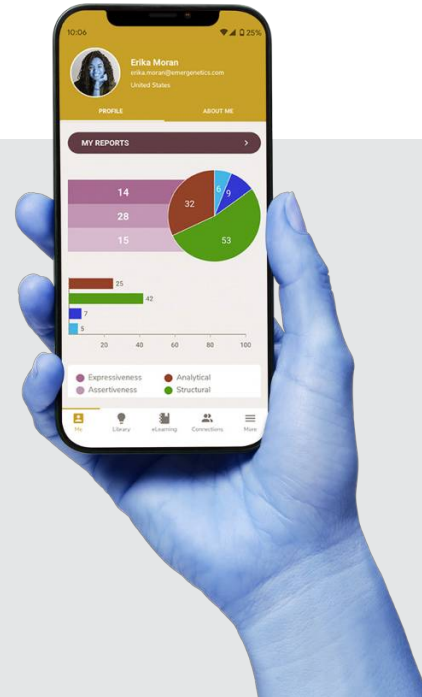
WHY USE EMERGENETICS

- › Measures both thinking and behavioural preferences separately and distinctively
- › Scientifically robust – valid and reliable
- › Easy to read, interpret and remember
- › Includes an innovative mobile app that acts a personal coach in your pocket
- › Celebrates individual nuances, nobody is labelled
- › Creates a positive, strengths-based language
- › Easy to integrate into existing development initiatives

EMERGENETICS+

Each Profile includes full access to the Emergenetics+ mobile app and online platform. Emergenetics+ extends the Profile experience into an interactive environment, providing a mobile-ready version of your Profile.

The app enables you to connect with colleagues, managers, and direct reports. Once connected, you can compare Profiles for real-time interaction tips, create group Profile reports and access practical communication advice.



TEAM WORKSHOPS

Our signature approach to understanding thinking and behaviour is integrated at every step of our workshops, providing a dynamic and interactive learning experience. All our workshops are tailored to your requirements and objectives. We are also experienced in designing bespoke solutions to meet your unique challenges and needs. All workshops can be delivered in-person or virtually.

MEETING OF THE MINDS

Meeting of the Minds is our signature workshop that your teams and cohorts attend to understand Emergenetics, receive their personal Profile and practise applying their learning.

The outcomes include individual and team action plans to immediately improve performance.

WHY AN EMERGENETICS WORKSHOP?

- › Interactive, collaborative and high energy
- › Delivered by certified and experienced Emergenetics practitioners
- › Underpinned by our unique approach to thinking and behaviour
- › Focuses on delivering practical actions to meet objectives
- › Flexible delivery and blended learning options
- › Provides effective development for teams as well as individuals

OUTCOMES

- › Enhance self-awareness and gain insights into strengths
- › Understand how their behavioural and thinking preferences impact work relationships and styles
- › Understand their teammates' strengths and preferences for working
- › Identify practical strategies to improve communication and problem solving as a team
- › Learn to use the power of cognitive diversity to drive results

CERTIFICATION PROGRAMMES



To embed Emergenetics in your organisation in a sustainable way, we encourage you to certify members of your team. Completing a Certification Programme will equip them with the knowledge, skills and tools to integrate Emergenetics into your organisation and create long lasting impact.

As part of the Global Emergenetics network, certified practitioners receive ongoing support and opportunities for continued learning, as well as all the practical tools needed to successfully implement Emergenetics.

Emergenetics Certifications are rigorous and interactive programmes that ensure practitioners have the best possible training and development as they begin to use Emergenetics.



THE EMERGENETICS EFFECT

Emergenetics unlocks existing power from within your organisation. Through its proven methodologies, we know that organisations witness demonstrable improvements not just in performance, but also in enhanced working relationships, reduced miscommunication and increased self-awareness.

Emergenetics doesn't demand more effort from your team; instead, it empowers them to work smarter, harnessing their inherent strengths to achieve unparalleled results.

All of this and more, is accomplished by simply understanding ourselves and others better.

SOURCE: Emergenetics client survey (2021)
and Emergenetics Technical Report (2022)



**of participants reduce
miscommunication**



**of participants
gain greater
self-awareness**



**of participants
improve working
relationships**

Talk to us and start your
Emergenetics journey.

GET IN TOUCH

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Nuffield Road Medical Centre

Supporting a 14,300-patient medical centre in becoming a more inclusive and supportive practice



First Ascent supports Nuffield Road Medical Centre to enable a positive and proactive approach to equity, diversity and inclusion.

Organisation Overview

Based in the outskirts of Cambridge, Nuffield Road Medical Centre is a busy NHS GP surgery serving a diverse community. Their team of doctors, nurses, first contact practitioners, healthcare assistants and support staff provide a wide range of clinics and services.

Feedback comments:

“Very impactful thought-provoking session with constructive action points”

“The facilitator was fantastic – inclusive and engaging”

“The session allowed us the opportunity to discuss with the full range of staff how the different biases impact on the surgery”

100%

of participants agreed that:

they were either satisfied or very satisfied with the session

100%

of participants agreed that:

they have a better understanding of the differences between Equity, Diversity and Inclusion

100%

participants agreed that:

they understand how to promote Equity, Diversity & Inclusion in the Workplace

Our Approach

The team at Nuffield Road Medical Centre wanted to ensure everyone at the practice felt skilled and supported to best serve their patients and contribute to a more inclusive and supportive working environment. They asked First Ascent to design and deliver a bespoke session on equity, diversity and inclusion in healthcare for their 48-strong clinical and support team – with a particular focus on recognising and addressing their own cognitive biases.

First Ascent developed a half-day tailor-made programme of interactive discussions, exercises, self-reflection and best practice that covered:

- The role of diversity and inclusion
- Understanding unconscious bias
- Identifying and mitigating bias
- Promoting equity and diversity in the workplace
- Implementing change

The programme was designed to give the team time and space to not only understand the challenges and opportunities around equity, diversity and inclusion but also to navigate their own cognitive responses. The team explored their emotive responses to inclusion and exclusion and how our identities influence how we act, our belief system, our values, experiences and expectations.

Real-world Focused

Throughout the session, it was key that the content, exercises and reflection were rooted in the real-world context in which the team operates. This ensured they didn't just take away knowledge and insight but were equipped with deep learning to action in the healthcare environment. Topics covered included the impact of unconscious bias on quality of care, health outcomes and recruitment, as well as ways to challenge phobic behaviour within the surgery.

Impact

The team now has a deeper understanding of equity and inclusivity, the impact of unconscious bias in healthcare along with principles to implement change in the practice. They are now equipped with a toolbox of learnings to proactively build a more inclusive and supportive environment for staff, patients and the wider community.

Do you want to know more about how brain science can drive change in your organisation? Get in touch to explore how we can help: info@firstascentgroup.com

NHS Business Services Authority

Helping the NHS Business Services Authority thrive as a hybrid workplace



First Ascent developed and delivered a tailored programme that equips leaders at the NHS Business Services Authority to navigate hybrid working opportunities and challenges.

"We didn't want an off-the-shelf training course; it needed to be bespoke and meet our specific needs and the outcomes we wanted to achieve."

Paul Ferguson
Organisational Development
Practitioner, NHSBSA

Organisation Overview

The NHS Business Services Authority (NHSBSA), an independent arm of the Department of Health and Social Care, supports the NHS's daily operations. Managing over £100 billion in annual spending, NHSBSA is dedicated to enhancing healthcare experiences by simplifying and accelerating service delivery.

Our Approach

Post-pandemic, NHSBSA adopted a hybrid working model and sought to help leaders better understand its impact on their teams—and themselves. While successfully operating as a hybrid workplace, NHSBSA wanted leaders equipped to manage this new dynamic and address future opportunities and challenges. They partnered with First Ascent to develop a leadership programme that went beyond managing hybrid work to explore its broader implications.

Co-creation

First Ascent collaborated with NHSBSA to design the Our Way Ahead – Leading in a Hybrid Workplace programme. Grounded in brain science, it addressed key themes like hybrid adaptation, psychological safety, workplace visibility, and proximity bias.

Through deep engagement with NHSBSA's culture and goals, the programme became a tailored, immersive leadership journey. It aimed to provide leaders with the tools and insights to navigate hybrid work complexities and foster adaptable, supportive teams.

"We were very keen to ensure that the programme was more than just a set of modules. We wanted to take leaders on a journey of understanding that they could then use in the context of what people in their team were experiencing – and First Ascent helped us to achieve that."

Paul Ferguson, Organisational Development Practitioner, NHSBSA

Impact

365 participants have attended the programme across 26 cohorts so far, and senior leadership at NHSBSA now feel confident that their leaders are equipped to support their hybrid teams. The programme has been a key pillar of a broader change management initiative within the organisation.

"The feedback from attendees is that the experts who deliver the sessions really make the difference. Their ability goes beyond knowledge and expertise; they deliver the programme in a way that's not only tailored and relevant, but interactive and engaging."

Paul Ferguson, Organisational Development Practitioner, NHSBSA

Participant quotes:

"Proximity bias was a huge "AHA" moment for me."

"It was engaging delivery, useful content and helpful sign-posting to additional content to enable continual learning."

"I have gained a greater awareness of hybrid working and all the considerations, with lots of useful models to implement."

"My big takeaway has been that, in order to be able to do my role well and to be able to look after my staff, the priority has to be to look after my wellbeing."

Level 3 Kirkpatrick Evaluation Results

The evaluation demonstrated that:

93% of participants are implementing their learning around supporting diversity in the hybrid workforce

87% have changed behaviours around how they lead with emotional intelligence

87% of participants have changed their behaviours and implemented actions around proximity bias

87% reported practical implementation and behavioural changes around dealing with difficult questions and managing ambiguity

Do you want to know more about how First Ascent can unlock potential in your leaders and drive change in your organisation? Get in touch to explore how we can help: info@firstascentgroup.com

