



Centre for healthcare  
**KNOWLEDGE & INNOVATION**  
COLLABORATE • LEARN • ADVANCE

# **BUILDING LEADERSHIP CAPABILITY FOR COLLECTIVE IMPACT**

## **A lunch time webinar series**

Explore how to push beyond your comfort zone and rediscover yourself as a leader and instrument to bring about the change you want to see.

Webinar 1: Leading for Collective Impact

Webinar 2: Taking Targeted Collective Action

Webinar 3: Building a Movement, Transforming Institutions

Webinar 4: Changing the Narrative

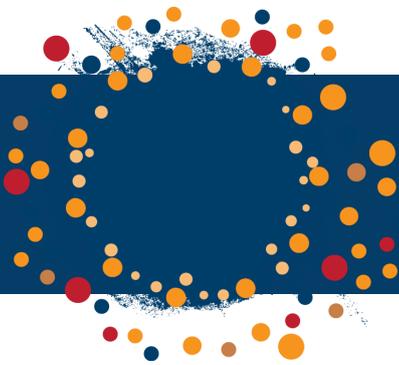
This series will support both veteran and aspiring health equity leaders who are seeking to transform public health.

With  
Dr. Michael McAfee  
President & CEO, PolicyLink



**Every Friday in November  
12:00 PM to 1:30 PM**

**Register now**  
**[www.thecentrehki.com.au/events/leadership](http://www.thecentrehki.com.au/events/leadership)**



# ABOUT THE SERIES

By attending this webinar series you will have a greater understanding of how to:

- enact policies and system reforms through collaborative leadership
- deploy, unleash and generate resources to shift the dial on common challenges
- build up communities and call communities to step into their greatness
- make contributions and use radical imagination to plug into the bigger picture
- embed equity in planning and implementation and prioritise authentic community engagement
- make the case for how your work contributes to desired outcomes for population health
- use the privilege of your seat (no matter where you're sat) to lead with courage
- let go as a leader and sit comfortably in discomfort
- create measurable improvements and gather evidence for highlighting achievements and results



**Julie Sturgess**

CEO, Healthy North Coast

Julie has over 30 years' experience in the health care sector as a clinician and senior management executive. She has extensive knowledge across both government and non-government organisations in metropolitan, regional and rural health settings. Julie's passion is the exploration of governance and funding models which will promote a greater focus on long term health outcomes through the recognition and increased investment in the social determinants of health.

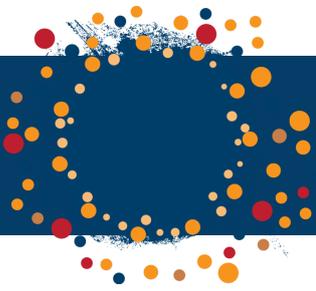


**Dr. Michael McAfee**

President & CEO PolicyLink (USA)

Dr. Michael McAfee is a sought-after speaker on community and economic development, leadership, organisational development, racial equity, and youth development. During his time at PolicyLink, Michael has secured Promise Neighborhoods as a permanent federal program, led efforts to improve outcomes for more than 300,000 children, and facilitated the investment of billions of dollars in neighbourhoods of concentrated poverty. Michael carries forward the legacy to realise the promise of equity — just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.

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## WEBINAR 1

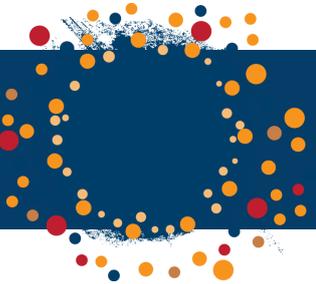
### *Leading for Collective Impact*

Leaders play an important role in social change because they can authentically reflect the wisdom, voice, and experience of communities. Through their actions, they can demonstrate their steadfast commitment to dismantle barriers to opportunity and advance equity in every-day practice. Leaders live, breathe and feel to their core. They provide passion, knowledge, a sense of urgency and commitment to getting results.



#### THIS WEBINAR WILL EXPLORE HOW TO:

- lead from a position of vulnerability
- strengthen the effectiveness of your leadership
- be a catalyst for partnering with others to implement the right mix of solutions
- master the ability to talk about cultural impact and equity
- employ skills to impact stakeholders' attitudes, values, beliefs and habits



## WEBINAR 2

### *Taking Targeted Collective Action*

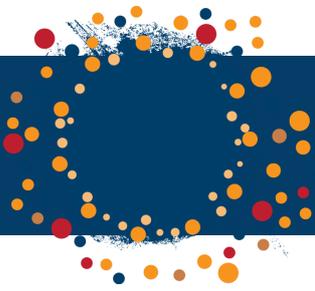
Push beyond your comfort zone and take action for systemic and cultural change. Learn from the lessons of PolicyLink and put rigour around the way you approach intransigent health and social problems. Take collective impact leadership to the next level and leave a legacy for the wider community to carry on into the future.



#### THIS WEBINAR WILL EXPLORE HOW TO:

- work together to develop scalable solutions and take targeted action in your community
- apply distinct Action Areas for driving measurable, sustainable progress and improving the health and well-being of all people
- master an evidenced-based and disciplined approach for moving from talk to action
- use yourself as an instrument of change

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## WEBINAR 3

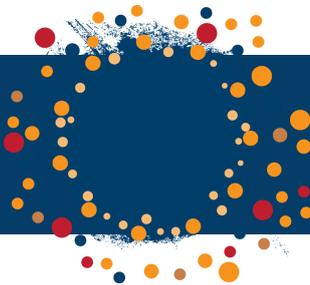
### *Building a Movement, Transforming Institutions*

A movement has been growing to transform the structure, organisation, and function of institutions to deeply embed equity and target the root causes of disease and illness. Innovative leaders are reimagining their institutional role as one that not only promotes and protects the health and well-being of communities, but also addresses the root causes of disease through multisector partnerships as well as environmental and systems change.



#### THIS WEBINAR WILL EXPLORE HOW TO:

- work with others to dismantle systems and policies that restrict access to opportunity
- build a network with other system-level leaders to exchange best practices, lessons, and tools to take action in new ways that create win-win benefits
- implement effective practices and build coalitions and partnerships
- advance policy change and conduct communications
- develop and use health equity indicators in planning



## WEBINAR 4

### *Changing the Narrative*

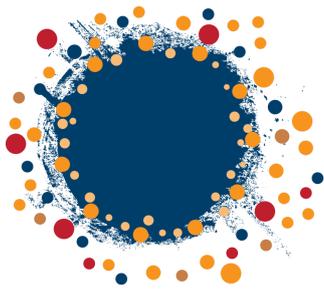
How we view and talk about health—as individuals, families, neighbourhoods, and as a nation - pushes the narrative further through new partners, messengers, and platforms for discussion, debate, and dissemination. Advancing a health equity agenda requires advocates to build on creativity and compassion and to bring together new allies from outside the health care sector.



#### THIS WEBINAR WILL EXPLORE HOW TO:

- see the narrative (instead of just changing it)
- construct new narratives to enact positive change
- spit-ball strategies and encourage innovation
- advocate for significant organisational, social and institutional change
- give new allies the tools to promote health equity within their own work

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The Centre for Healthcare Knowledge & Innovation (the Centre) aims to drive integrated care on the North Coast by developing local knowledge of the ideas and technologies shaping the future of health and social care. The Centre aims to:

- Stimulate innovation and the development of system integration solutions
- Provide opportunities for cross-sector networking and collaboration
- Support the local workforce to adopt new technologies and translate knowledge into practice
- Bring local leadership together to drive reform and impact the social determinants of health
- Disseminate best national/international practice and research to elevate local approaches to prevention

The Centre is proudly supported by:



Find out more:

[www.thecentrehki.com.au](http://www.thecentrehki.com.au)