YOUR LEADERSHIP OF 25X25 – CREATING THE BIGGEST POSSIBILITY

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WHF AND BUPA PARTNERSHIP

• Shared-value partnership to improve the health of the world and achieve 25x25 started in 2012

• Created a global ‘movement for movement’ with Ground Miles

2015 Activity:
• World Heart Day
• CVD Roadmaps
• Leadership through workplaces
**OVER 60 YEARS OF EXPERIENCE**

*Bupa was created in 1947 in the UK* with the merger of 17 provident associations. Their mission was to “prevent, relieve and cure sickness and ill health of every kind”.

Now Bupa is a global healthcare company that pioneers affordable, accessible healthcare in the UK and overseas markets - a partner to millions of people around the world.

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**OUR SOLE FOCUS IS HEALTHCARE**

Our founders’ mission translates nowadays to our purpose - *longer, healthier, happier lives*. We have grown by anticipating and meeting people’s healthcare needs throughout their lives.
ABOUT BUPA

WE HAVE NO SHAREHOLDERS

We reinvest our profits to provide more and better healthcare to our customers and communities around the world.

INTERNATIONAL IN OUR SCALE

We have over 29 million customers in over 190 countries. We employ more than 79,000 people, principally in the UK, Australia, Spain, Poland, New Zealand and Chile, as well as Saudi Arabia, Hong Kong, India, Thailand and the USA.
‘It is a terrible thing to look over your shoulder when you are trying to lead and find no-one there’

Franklin Roosevelt, US President
The seven recommendations to leaders about characteristics associated with change across boundaries and systems:

- Establish a compelling vision – build alignment and ownership with partners
- Go out of your way to make new connections
- Adopt an open enquiring mindset, refusing to be constrained by current horizons
- Embrace uncertainty and be positive about change – adopt an entrepreneurial attitude
- Drawn on as many different perspectives as possible
- Ensure leadership and decision making is distributed
- Promote the importance of values – invest as much in relationships and behaviours as in tasks

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<th>PRE LARGE SCALE CHANGE THINKING</th>
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<td>Frustration at blockers</td>
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<td>Everything has to go to plan or I have failed</td>
<td>Use change to challenge and enhance delivery</td>
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<td>If things go wrong, it is my fault</td>
<td>Confidence in appreciating levels of complexity</td>
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1 Helen Bevan, Paul Plsek, Lynne Winstanley, NHS Institute of Innovation and Improvement - 2013
What is the outcome that you are seeking to cause?
• Not what are you going to DO, but what will you HAVE, when you have succeeded?
• Where do you want to be in 2025?
• In defining your outcome, burst the balloon of possibility, define something that is better and fundamentally different to the status quo.
• For the moment, do not worry about ‘the how’.

How will you measure success?
• How will you know that you have succeeded?
• How is this measured?

Who do you need to be, in order to lead the achievement of this amazing outcome?
• How would you describe yourself in a way that inspires you and energises you every day, through which you are transformed to a big leader?
• This is an ‘I am’ statement.
CREATING THE BIGGEST POSSIBILITY – WORKING SESSION

Who is the team?
• Who do you need to enrol to make this happen?
• Who will you work with to lead the change effort?

What are the milestones?
• What is your end date?
• What are the milestones against which you will measure your progress?
“How wonderful it is that nobody need wait a single moment before starting to improve the world”
KEEP IN TOUCH

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