

Sponsorship and achievements to date

Presented by:

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Introduction

Neeraj Beeknoo:

- In the NHS Finance for 20 years
- From black, Asian and minority ethnic groups (BAME)
- Wide range of experience:
 - Financial management.
 - Financial Planning.
 - Commercial Finance.
 - Transformation Programme.
- Working at Senior level for several years
- Currently a sponsor and sponsee

Tahira Butt:

- In the NHS Finance for 20 years
- From black, Asian and minority ethnic groups (BAME). Chair for the REACH Network at ESTH. Ambassador in the SWL Finance EDI Network.
- Wide range of experience:
 - Financial Management.
 - Financial Reporting.
 - Financial Modelling.
- Working as Finance and Business Partner for several years.
- Part of the SWL Finance Development Board.
- Currently a Sponsee.

HOW I BECAME A SPONSOR

- ❖ Came across “Going Beyond” programme (6 months).

- ❖ Lots of people had the same challenges.

- ❖ Industry leaders talking to us.

- ❖ Lots of reflective learning

- ❖ Allocated a Sponsor

- ❖ Sponsor nearly for 1 year

- ❖ Understand the issues/myself

- ❖ Clear objectives

- ❖ Develop plan with timelines

- ❖ Opening doors

- and Access to opportunities

- ❖ Access to Network

- ❖ Talk about you when you are not in the room.

- ❖ Achieved my next senior level

- ❖ Part of senior leadership team and leading on high profile programmes

- ❖ Working with 4 CFO and Exe at system level.

- ❖ I chair the London Sponsee programme.

- ❖ Signup to be a sponsor.

- ❖ Currently have two official Sponsees and two unofficial Sponsees.



I have gained so much from the going beyond programme. It was well set up and my sponsor (Usman Niazi) was committed and motivated to help me. My current sponsor is Rakesh Patel

I WANTED TO GIVE SOMETHING BACK

How the relationship started



Promoting the sponsorship programme at an FSDN meeting and talking about my journey



Tahira came along to the programme and approached me

- One NHS Finance website.
- Recommendation.
- Going beyond Programme.
- Direct approach.



Initial Meeting

The initial meeting:

- **Informal conversation over a coffee.**
 - Tell me about yourself.
 - Where are you now in your career journey.
 - What you are looking to achieve.
 - Where and how you want me to help you.
- **What I have to offer.**
 - Talked about my network.
 - Talked about my journey and challenges.
 - Do you think I can help you?
- **Key actions to take forward and address any gaps.**
 - Agreed to continue.



Neeraj **understood** my challenges and was easy to connect.

This ensured me that I needed a **strong network** and sponsor to navigate in the NHS.

This relationship would extend **my reputation** when I am not in the room

I **recognise** it will be hard work, but I am prepared for it.

Objectives setting and road map

Meeting setting up:

- **Monthly meeting.**
 - Monthly face to face catch up
 - Sometime phone call or MS Team
- **Objectives setting.**
 - Define clear objective and timeline.
 - Breakdown objectives into building block.
 - Management Style
 - Strength and Weakness
 - Job scanning and market review
 - Gap analysis in skill set
- **Action planning.**
 - Know what Tahira is looking for.
 - Understand her boundaries and restrictions.



Achievements

- Tahira is very experienced and now knows exactly which types of roles to target.
- Increased my self—awareness.
- Leverage my skills into new opportunities.
- Value add activities e.g other networking activities in the trust and partnerships outside to raise my profile

Next Steps

- Work on knowledge gap.
- Interview preparation.

TIPS for Success

- Chose the right match, explore and confirm engagement.
- Objective setting early in the partnership.
 - Not more than 2
- Be open and clear on the potential value each person is bringing.
- Agree on boundaries e.g., things that is acceptable and things that are not acceptable.
- Always agree a timeline.
- Build Trust and Transparency.
 - Work together to find effective solutions.

Relationship
building is a
gradual
process

THE ROLE OF A SPONSOR

- Attends regular meetings with their Sponsee
- Connects their Sponsee to other senior leaders
- Gives their Sponsee opportunities to shadow themselves and other senior representatives
- Observes their Sponsee in action and give them constructive feedback
- Creates skill and personal development plan reviews for their Sponsee
- Advises on development opportunities
- Advises on their Sponsee's career choices
- Advocates for their Sponsee's next promotion
- Promotes their Sponsee to other influential leaders when their Sponsee is not 'in the room'



THE ROLE OF A SPONSEE

- Delivers what is required and more
- Is trustworthy and loyal.
- Says 'yes' to work and to new opportunities.
- Drives the sponsorship relationship by proactively organising meetings and shaping conversations in line with their aims and what they want to get from the programme.
- Protects and enhances the personal brand of their sponsor.
- May bring something which the sponsor finds useful e.g., a different perspective or a valued skill.
- To attend the monthly regional Sponsee meetings.



BENEFITS AS A SPONSOR

- Gain a new insight into other roles within your organisation / region and connect with staff from different groups
- Get involved in making positive change within NHS finance by developing the pipeline for future leadership positions
- Develop a loyal group of people who can support you in your own career ambitions
- Engage with reverse mentoring – learn from your Sponsee
- Improve your ability to attract and retain talented staff



I have gained so much valuable feedback on how our organisation works and some of the hidden barriers for underrepresented groups. And I have a group of loyal protégés who I know have my back.

BENEFITS AS A SPONSEE

- Gain presentation skills as a sponsee has to present to the network each month.
- Newsletter
- Sponsorship Summit on 15th Sept-23.
- Develop a loyal group of people who can support you in your own career ambitions
- Career Development opportunities.



I have gained so much valuable feedback on how our organisation works and some of the hidden barriers for underrepresented groups. And I have a group of loyal protégés who I know have my back.

THE SIGN UP PROCESS: SPONSORS

- Email one.finance@nhs.net to officially sign up as a Sponsor for your organisation and region.
- You will be asked to complete a Sponsors declaration, to confirm your commitment to the role and to find out more about the support you can offer.
- Once the Central Team have found a Sponsee for you to work with they will be in touch.
- If you already have a Sponsee in mind, confirm their details when signing up.
- ONF will make the initial introductions before handing over to the Sponsor / Sponsee to drive the working relationship.



THE SIGN UP PROCESS: SPONSEES

- Email one.finance@nhs.net to officially sign up as a Sponsee for your organisation and region.
- You will be asked to complete a form to share details such as band, protected characteristic etc. and what you would like to gain from the programme.
- The Central Team will use this information to find a suitable Sponsor and send you some options to choose from.
- If you already have a Sponsor in mind, confirm their details when signing up.
- ONF will make the initial introductions before handing over to the Sponsor / Sponsee to drive the working relationship.



Further information at:

[The Sponsorship Programme \(onenhsfinance.nhs.uk\)](https://onenhsfinance.nhs.uk)

