



# Innovation the Buurtzorg way

**Could self-managing teams  
transform social housing providers?**

## **One Day Workshop**

Monday 2nd March, Yorkshire Housing Group Offices, Leeds

Tuesday 17th March, NCVO Event centre, London

# Learning from Buurtzorg - A new model for social housing providers?

*"One of the most amazing organisations on our bucket list is Buurtzorg. The fully self-managed home-care organization in The Netherlands has grown to 14,000 employees in only 10 years! Client satisfaction is highest in their segment, while employee satisfaction is through the roof!"*

Pim De Morree, Corporate Rebels

- 40% lower care costs.
- Highest client and patient satisfaction ratings.
- 4 times Employer of the year.
- Highest-ever marks from the Dutch Regulator.
- With NO managers!

**No wonder Buurtzorg has attracted attention from all over the world with its revolutionary leadership model.**

Small, place-based, self-managing teams of frontline professionals delivering a holistic service in the community have delighted service users and achieved better outcomes at significantly lower cost. Coaches support teams instead of managers directing them. Teams are focussed on prevention and building relationships, not time and task.

Principals of the Buurtzorg model are being explored outside of care and into new sectors. This **Disruptive Innovators Network** workshop is the first chance to explore its potential for the social housing sector.

## What you will learn by attending

- How self management could transform social housing providers.
- How Buurtzorg went from four pioneering nurses to 1,000 self-managing teams in less than 10 years.
- How a manager-less organisation achieves better quality assurance.
- What makes the role of the coach essential.
- The role of the executives in transforming your organisation.
- How to repurpose your back office towards supporting the frontline.
- How place-based teams in the UK have transformed communities and been the catalyst for the creation of lasting local solutions.
- How to adopt the model into an existing organisation.



# Workshop Programme

<b>10.00</b>	<b>Registrations and refreshments</b>
<b>10.15</b>	<b>Welcome and introductions</b>
<b>10.30</b>	<b>Buurtzorg in the Netherlands: humanity over bureaucracy</b> Brendan Martin, Managing Director, Buurtzorg, Coach
Brendan will tell the story of the emergence of Buurtzorg in response to the fragmentation and dehumanisation of care provision in the Netherlands. He will introduce the onion model and explain how trusting and supporting the frontline professional are at the heart of Buurtzorg's success.	
<b>11.15</b>	<b>Hopes and Fears</b> Tania Eber, Buurtzorg, Coach
Facilitated discussion on which of your organisation's problems could be addressed by adopting the Buurtzorg way of working. Would it introduce new points of concern?	
<b>11.45</b>	<b>Self-management in the UK</b> Tania Eber
As Organisational Development expert and Buurtzorg team coach, Tania shares from her experience supporting UK organisations trialling the model.	
<ul style="list-style-type: none"> <li>What does it take to get frontline professionals in the UK to successfully self-manage?</li> <li>What is the role of the coach?</li> <li>Can anyone do this well?</li> <li>What tools and techniques are there to help?</li> </ul>	
<b>12.30</b>	<b>Lunch and networking</b>

<b>13.15</b>	<b>From Neighbourhood Care to Place-based Enablement</b> Charlotte Kirin, Cambridgeshire County Council
As a pioneer member of the Soham Neighbourhood Cares pilot team, Charlotte developed local connections with the Soham community and sparked the development of many successful local initiatives that brought people together and reduced need. Hear about Nellie the tuk-tuk, the Inter-Generational and Friendly Dog sessions, as well as the unique role of the local library. Charlotte will also reflect on the benefits and challenges of working as a self-management team and how their experiences are now being adopted by the wider Council.	
<b>14.15</b>	<b>How ready is your organisation</b> Brendan Martin, Tania Eber
Using Buurtzorg B&I's unique self-assessment tool, you will be exploring the potential benefits of the model for your organisation, and your organisation's readiness to try out some of its core principles. You will come away with an outline approach to take the next steps on your journey towards self-management.	
<b>15.00</b>	<b>Transforming your organisation</b> Brendan Martin
Brendan will reflect on successful and less successful attempts by existing organisations to transform from within. He will introduce the concepts of the heat-shield and the framework and the crucial role of the executive.	
<b>15.20</b>	<b>Close</b>



## Who should attend?

CEOs, Directors, Heads of Operations and Directors of HR, Strategy and/ or Transformation. All leaders seeking to transform service delivery, attract and retain a talented workforce whilst meeting budget needs.

## Delegate fees

**£229+vat** for Disruptive Innovator Network members  
**£279+vat** for non-members