

# The Deal

## THE DEAL TRAINING USING OUR ASSETS TO DO THINGS DIFFERENTLY

Wigan's Deal is a pioneering approach which is helping people live rich and valued lives, connected to their local communities, increasing resilience and independence. We have seen that this way of working reduces dependence on formal health and social care services making a significant contribution to financial sustainability.

We have moved away from traditional ways of working which concentrate on what service users can't do, instead focusing on finding out what they enjoy doing, what they want to do and connecting them with existing opportunities in the community.

Our Deal training has played a key role in supporting staff to work in an asset based way and has been widely recognised as an exemplar. Feedback from participants has been outstanding.

As part of the training we will share with you our exciting journey of change. We will explain about the Deal principles, which we have used as part of our wider programme of service transformation.

You will leave traditional ways of thinking behind and using our unique ethnographic approach be challenged to work in a radically different way, looking at the conversations you have with customers and how you can deliver services in a more imaginative and creative way.



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### WHAT WILL YOU LEARN?

#### The session will include:

- An introduction to ethnography and understanding people differently.
- An overview of how the Deal approach can encourage a different relationship with residents.
- Identifying the strengths, gifts and talents through a different conversation.
- Recognising untapped opportunities, resources and relationships in communities.
- An opportunity to have a go at asset-based conversations.
- Putting asset based conversations into practice. Community Book – online asset based community matching tool
- The importance of buy in by senior leadership to create a motivated workforce that feels supported to do thing differently.

We will share how we have used our passion and expertise to turn our plans into reality. The challenges and opportunities we have faced along the way, as well as our lessons learnt and future plans.

Deal training is aimed at public sector managers and staff. Organisations can choose a dedicated course for up to twenty people or book individual

places on our scheduled courses.

The one day training event will be held at one of our fantastic Wigan town centre locations. Full location details will be supplied on confirmation of booking.

To register your interest in this masterclass please email [TheDeal@wigan.gov.uk](mailto:TheDeal@wigan.gov.uk)

