

## Notes of Human Givens Institute Away Day

**Date of Meeting:** Saturday 27 January 2018 (10.30am-3:45pm)

**Present:** Judith Desbonne, Julie Lawrence, Declan Lyons, Ivan Tyrrell, Jane Tyrrell

**In attendance:** Sue Saunders, Mark Thomas

**Apologies:** Julian Penton

### 1. Review of the last three years

The Board agreed that the major success of the past three years was the increasingly professional approach of the Institute, reflected in the PSA accreditation. The Institute had also been successful in: expanding the number of practitioners in the UK and Ireland; developing new areas (notably the expansion of College activity to the US which should deliver a new cadre of US therapists); supporting the succession of a new teaching cadre for the college; maintaining the Human Givens brand; improving the website and access for clients.

Areas to work on: affiliations with other bodies, notably higher education; improving the brand by more accessible evidence, research and publications; better marketing including more use of client feedback, increasing income.

### 2. Forward look

There are significant developments in the wider social environment on mental health, (eg the recent initiatives by the Royal family). Psychological literacy is improving, supported by continued scientific discoveries about the brain. The internet has changed people's awareness of psychological theory and medicine more generally although this is both an opportunity and a risk, as there is much misinformation available on the net.

The continued decline in wellbeing reflected in official statistics is a worrying trend which may indicate a more general decline in western civilisation. It represents an opportunity for the Human Givens Institute to mitigate the trend, and potentially safeguard wisdom for subsequent generations.

HG College is a critical facility to supply trained therapists for the Institute. It needs to strengthen its succession planning through recruiting and developing a new intake of younger tutors. It also needs to strengthen the assessment element of part II of the HG Diploma, and consider how it can increase the take up of part III.

### 3. **Ambition to 2021**

The Institute should maintain and develop its role as a regulatory body. It should expand into new territories and continue to increase numbers of therapists in established geographies.

The Institute should continue to develop the brand, enhancing its affiliations, evidence base and marketing.

The Institute should ensure continuous improvement of professional standards and practice, supporting the College to implement more rigorous assessment and enhancing oversight of therapists via the RPSC, maintenance of the formal supervision model, and better assurance of the peer group process.

As an organisation the Institute should be financially independent and fully meet the costs of support provided by College staff. It should ensure that subscriptions and conference fees are sufficient to generate a budget for paid input on policy maintenance, complaints and marketing. It should implement a simplified membership fee structure, and develop business models for the expansion into wider geographies.

This organisational ambition should be reflected in a strategy document which can be distributed to the membership.

Over time, the Institute should also consider its ambition for the career development of therapists, noting that there is an existing career path to become a supervisor then a tutor, but no established career path yet for specialisation in clinical practice. This will be considered at a future away session.

In terms of succession, the Board is due to interview a new lay member on 29 January, and needs to recruit a new Chair of the Finance and Audit Committee. We will also seek a second practitioner to join the Board, preferably representing peer groups in the North/Scotland/Ireland.

### 4. **Actions:**

- a. Summarise decisions in a strategy and business plan document which can be agreed by the Board and circulated to members (Julie Lawrence)
- b. Improve evidence base accessibility and brand marketing:
  - i. Organise website material better (Julie Lawrence)
  - ii. New books to be commissioned, starting with old age (Declan Lyons)
  - iii. Conference meeting on improving evidence (Declan Lyons)
  - iv. Online course to locate HG in wider therapy landscape (HG College)
  - v. Ask therapists to seek client feedback for College (Julie Lawrence)
  - vi. Meet Sue Cook to get advice about patrons at conference (Declan Lyons/Julie Lawrence)

- c. Improve professional standards and take up of full qualification:
  - i. College to enhance part II process (Sue Saunders)
  - ii. Institute to source clients for trainee therapists, including note on website for those with financial constraints (Jane Tyrrell)
  - iii. Conference meeting to discuss improved oversight of peer groups (Judith Desbonne)
  - iv. Career development for therapists to be considered at future away session (Declan Lyons)
  
- d. Developing the business:
  - i. College leadership to propose new arrangements for Institute to commission paid support on marketing (Jane Tyrrell/Mark Thomas)
  - ii. Sue Saunders to propose paid arrangement for support on RPSC work (Sue Saunders)
  - iii. New membership model to include two categories of pricing and four classes of membership (associate membership at reduced rate, student, trainee and full membership at full rate) (Mark Thomas)
  - iv. Proposed business model/subsidiary formation for expansion into new territory (Mark Thomas)

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