

Proactive customer-focused services

What skills do you need to strengthen in order to apply the principles of *Knowledge for Healthcare* and refocus services to achieve the vision?

- *Marketing*
- *Negotiation and influencing skills*
- *Business skills*
- *Technical skills*
- *For organisational KM: websites, excel*
- *Financial skills (i.e. budgets and contracts)*
- *Political understanding - ie. aligning your service with the organisational objectives*
- *Keeping up to date with organisational politics*
- *Outreach and advocacy*
- *New technology*

What specialist skills does the Public Health Library and Knowledge Management workforce need?

- *Synthesising skills*
- *Knowledge / understanding of Public Health and epidemiology*
- *Would recommend the Public Health Competency Framework to the PH Practitioner level (although you can go higher i.e. registrar) see PHRU*

What are your top 3 priorities?

Improving quality; demonstrating impact

What skills do you need to strengthen in order to apply the principles of *Knowledge for Healthcare* and refocus services to achieve the vision?

- *Influencing and engagement skills*
- *Process improvement*
- *Leadership*
- *Knowledge of resources*
- *Scanning & synthesising*
- *Spotting opportunities*
- *Really understanding users*
- *Training and teaching*
- *Evaluation impact*

What specialist skills does the Public Health Library and Knowledge Management workforce need?

- *Recognising Non-NHS professional standards i.e. library / professional standards / quality assurance / accreditation*

What are your top 3 priorities?

- *Knowledge Management*
- *Influencing and Engagement*
- *Using other people's skills and expertise*