

**From:** [Ralph Broad](#)  
**To:** [Medioli, Maria Z](#); [Denton, Andrea D](#)  
**Subject:** Recruiting senior province and regional operational LAC leads  
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Hi Maria and Andrea,

Further to our recent conversation about the value and importance of knowledgeable senior and operational leadership, a quick message as requested. Please do let me know if anything else may be helpful.

There has been a strong theme throughout Local Area Coordination that there are highly consistent, positive outcomes at individual, family, community and systems levels where there is strong, evidence based design and strong, integrated, collaborative senior leadership.

The core purpose of Local Area Coordination is to build individual, family, community and systems capacity and resilience. This applies right from the beginning.

We have found that having senior Local Area Coordination operational management alongside in the development process from the start immediately starts to build internal operational knowledge, confidence, partnerships and programme delivery and improvement skills.

The move from a project delivery focus to a building programme capacity, quality, outcomes and resilience focus.

They are involved in building service partnerships, community partnerships and visibility, programme development and involvement in the recruitment of their teams. They can be role models of programme values, purpose, knowledge, practice and language right from the start.

Multiple layers of potential outcomes that stimulate operational development and consistency right from the start.

Importantly, Local Area Coordinators (and this would be the same for any new staff in any new programme) have indicated that this quickly creates a stronger team environment of trust, support, a strong vision and passion for the purpose and outcomes of Local Area Coordination and embeds a positive culture, high expectations and more personal, flexible, place based, strengths based ways of working.

Where this does not happen, it naturally takes longer to build confidence, skills, a shared vision, programme consistency and strong culture for change and

person/family/community led support that is required and expected.

As there is going to be a rapid growth in team numbers, having skilled leadership in post as soon as possible becomes even more important, to reduce the likelihood of 'programme drift' right from the start.

Although we aren't able to start as early as desirable in this case, even a smaller amount of time to build knowledge and confidence of operational leaders will be valuable.

We will invest some intensive time into building the capacity, confidence, knowledge and skills of senior LAC province and regional leads as soon as possible and then be alongside supporting them as they develop and through the first and subsequent recruitment and expansion phases over the next few years.

I hope this is useful.

Kind regards,

Ralph

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