



## **THE WINDOW AND THE MIRROR: the MAC Approach to making your organisation more transparent, reflective and responsive**

### The Goal

When an organisation decides to put service users at the heart of its work, everyone - from the Board right through to front-line workers - needs to see this goal as being central to their work. But we know that, effective user engagement only happens where all the people who work in the organisation from top to bottom feel valued and supported, have a sense of ownership and share a commitment to providing the highest quality of service to users at all times.

### The Window

We can help you build up a picture of your organisation and understand how it is seen through the window both by others and for its own staff. Using a series of inter-related on-line surveys, our package helps you to understand where your organisation is and where you need to focus your attention in order to improve your accountability and responsiveness to users. Not-for-profit bodies have a wealth of knowledge and experience about how to do things better and this support package draws on the strength of the people who know the organisation best to help you develop strategies and practical solutions to improve staff, stakeholder and user engagement. We can also help you to benchmark the effectiveness of your engagement work and how things change over time. This makes looking into the mirror and seeing how the organisation is reflected back enlightening and productive.

### The Test

It is not enough for regulated organisations to create this working environment amongst staff and users. The regulator needs to see proof not just of intention but also achievement. The MAC suite of surveys offer a unified set of metrics that represent a true 360° view of the organisation, enough to answer the inspectors' most searching questions. There are no guarantees in this game but you can be sure that this dataset will qualify your organisation as a serious player with a track history of research and application. This is not an exercise in cobbling something together the week before the inspector calls nor is it the box-ticking annual survey that gilds the lily without providing information that managers can action.

## **A SURVEY-BASED PACKAGE OF SUPPORT FOR NOT FOR PROFIT ORGANISATIONS TO REVIEW:**

- **Board Governance and Effectiveness – how effective is your Board in the eyes of both its members and its staff at carrying out its governance and accountability commitments?**
- **Staff Satisfaction and Engagement – how does it feel to work in your organisation here, how valued do staff feel and what more do they want to happen to increase and improve the quality of staff engagement and involvement**
- **User and Stakeholder Satisfaction and Engagement – can you identify who your users and stakeholders are? Do you know how they feel about what you do for them? How you could get them more involved in what you do?**



Our surveys allow you to analyse the results in ways which ....(Dan to complete)

What the package includes:

- **Board/Governance Effectiveness Review:** Governance and Board Effectiveness survey circulated to all Board members and (we recommend) those senior managers who work closely with them (and sometimes to senior staff) – *how does the Board see its role and how well is it doing its job?*
- **Staff engagement Review:** in two parts – the Us and the Them united
  - a Board and Management Perceptions survey (which can be combined with the survey above) – *how does the Board think staff are feeling and what do they understand about staff concerns?*
  - a Staff Engagement Survey – *how does it feel to work in this organisation and how valued and involved do staff feel?*
  - *We will present the combined data in a way that helps management tackle the mis-matches between the perceptions of the different groups and create an action programme to bring the organisation together*
- **Stakeholder and User Engagement Review:** in two parts
  - a Whole Organisation Perceptions survey – *how well do people feel that the organisation's engages with stakeholders and users?*
  - Stakeholder and User Engagement surveys – *how do users, stakeholders and others outside the organisation feel about its work, would they like to be more involved and, if so, what needs to happen?*

Completing all three stages of this process will give you a detailed 360° insight into what is happening in your organisation in terms of engagement and involvement and a context for change. At each stage we will work closely with the relevant people in your organisation to understand the nature of what you do and to tailor our surveys to reflect the issues that are most important to you. This wide-ranging data collection and analysis programme needs about 6 months in advance of any regulatory visit in order to demonstrate intention, quality of execution and action/learning

We can ensure independence and confidentiality for everyone who completes our surveys as well as easy access to high quality and user-friendly data and reporting. As part of the package we provide on-line access to all the survey data and training and support in understanding the data and making it work for you.

Speak to us about how this might work for you and your organisation.

'MAC understand Boards, senior management teams and governance inside out. Their work is both powerful and subtle and I have always found their reports and proposals assists teams to move forward in a strengths-based way, with a good level of ownership and engagement'

[Anthony Douglas CAFCASS Chief Executive](#)

