

Identity and the Psychological Professions

Creating a Cohesive 'brand'



Identity - definitions

Vision vs Mission Statement vs Brand

Vision – future focussed. What is intending to be achieved.

Mission Statement - concise explanation of an organisation or company's purpose, values, and goals.

Brand – encapsulates a group or organisation's **identity**.

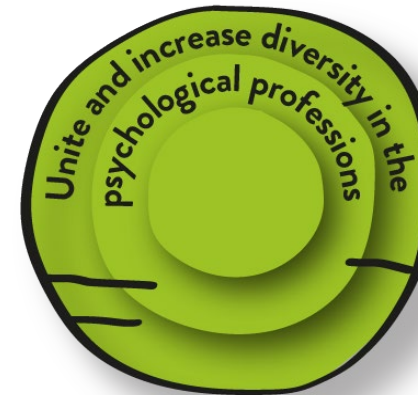
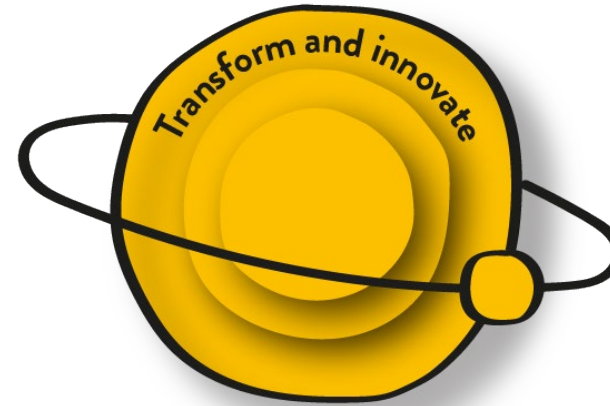
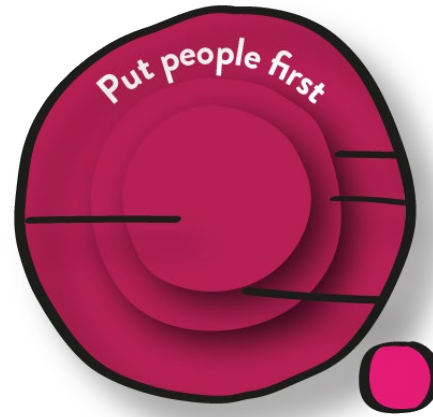
What is it about Psychological Professions that makes us Psychological Professions? What Unites Us? Who are we?

Why create a brand?

Next Generation of PPs - LTWP



PPN Vision





Unite and increase diversity in the PPs

We commit to the psychological professions becoming a united force with a strong and diverse voice, working collaboratively with other professionals of all disciplines

The Intergalactic bridge:

<https://youtu.be/utRYnwYVhjM?feature=shared>

Describes the Vision as 'commitments'

#PPIntergalacticBridge



We will:

- a. Work together, to make a bigger impact than we can alone
- b. Value and respect the contribution of each psychological profession and ensure all voices are heard
- c. Work with multi-disciplinary colleagues, service users, carers and families to make the biggest difference we can, together
- d. Make our psychological professions more representative of the communities we serve

We will:

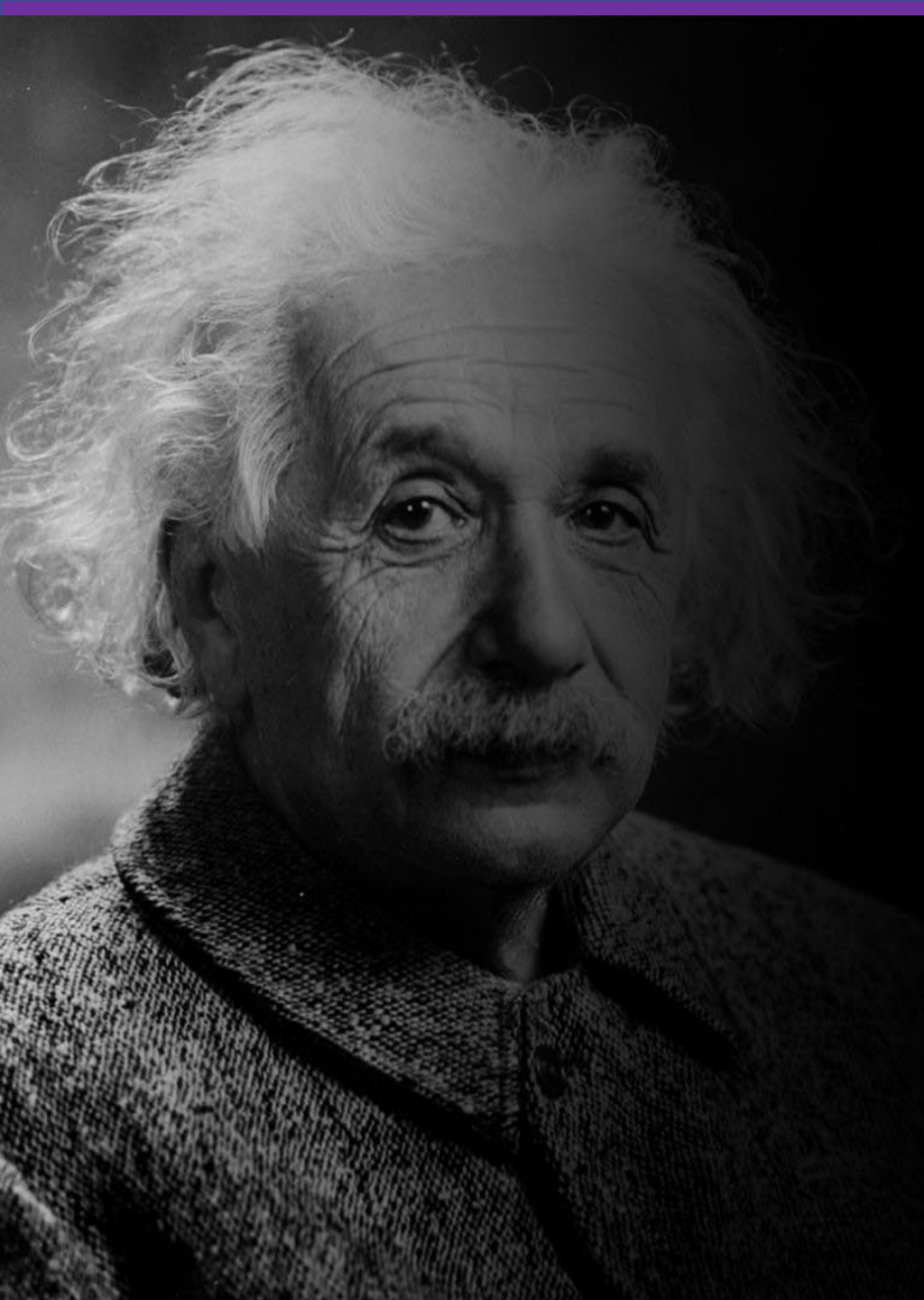
- e. Increase fairness of entry to, and inclusion in the psychological professions for talented people of all backgrounds, particularly Black, Asian and minority ethnic candidates
- f. Establish clear career paths and development opportunities for all psychological professionals
- g. Join up the professional leadership of the psychological professions to maximise our collective impact through a strong, influential voice
- h. Take care of our psychological professional colleagues

[\(PPN – Vision\)](#)



Brand Challenge – Can We Keep it Simple?





**If you can't explain it to a six year old,
you don't understand it yourself.**

ALBERT EINSTEIN

Brand

Menti – how to join

- <https://www.menti.com/al6xm5x9mm6p>
- Scan QR code ->
- Go to Menti.com & use code:

4433 3868



Brand - NHS

- **NHS Constitution**

- 7 Principles
- 6 Values

[The NHS Constitution for England - GOV.UK](https://www.gov.uk/the-nhs-constitution-for-england)

- **NHS People Promise**

People Promise



Brand Workshop

Your Mission (statement) should you choose to accept:

- Walk the Intergalactic Bridge & translate the Vision into Action
- (<https://youtu.be/utRYnwYVhjM?feature=shared>)
- *Create a mission statement that encapsulates PPs as a whole body in 200 characters or less*
- Best one wins a trip to Mars

Create a brand that encapsulates PPs as a whole body in 200 characters or less

- The mission statement must be decipherable to non-PPs
- Once agreed add to Menti.com

Each Group has until 11.40am to upload to Menti

- 16 group entries will be voted on using Menti.com to achieve a Top 3
- Member of Staff from Bolton Arena will choose the Top 1

Some Questions to help discussion

Create a brand statement that encapsulates PPs as a whole body in 200 characters or less

- What do you do? Do we know all the psychological professions and what each one does?
- What makes us the same rather than different?
- What is the most rewarding part of your role?
- What excites you?
- What change do we make everyday?
- How would we explain our jobs to a six year old? Our children?

Brand – submit your group's here

Menti – how to join

- <https://www.menti.com/alx1f915nb89>
- Scan QR code ->
- Go to Menti.com & use code:

1987 9345



Resources & Helpful Links

- [Equality, Diversity and Inclusion PPN Website](#)
- [PPN Equality, Diversity and Inclusion Position Statement](#)
- [Patient and Carer Race Equality Framework](#)
- [Patient and Public Voice Involvement](#)
- [North West Expert by Experience Video](#)
- [Improving equity and inclusion for people to access psychological professions training](#)

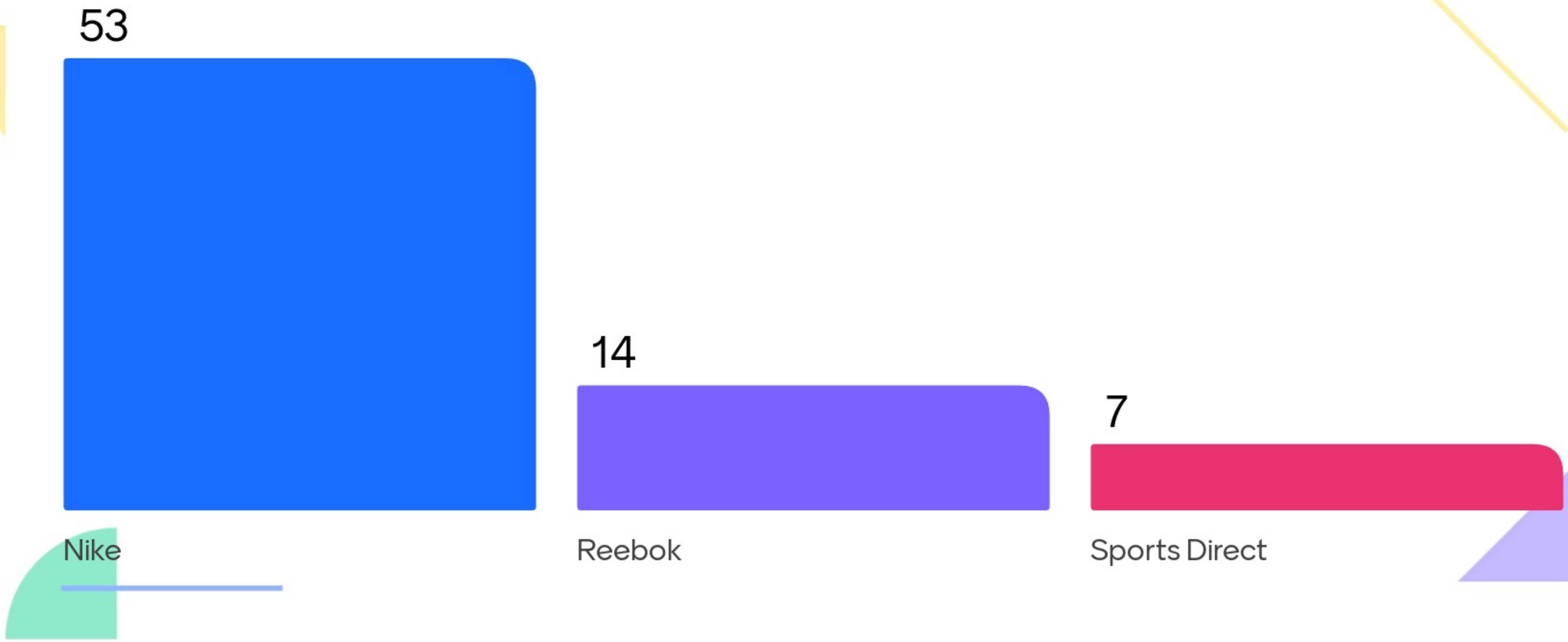


Thank you

@[twitter]

www.ppn.nhs.uk

Bringing inspiration and innovation to every athlete* in the world (*If you have a body, you are an athlete).



Belong anywhere

28



United Colours of Benneton

29



Airbnb

12

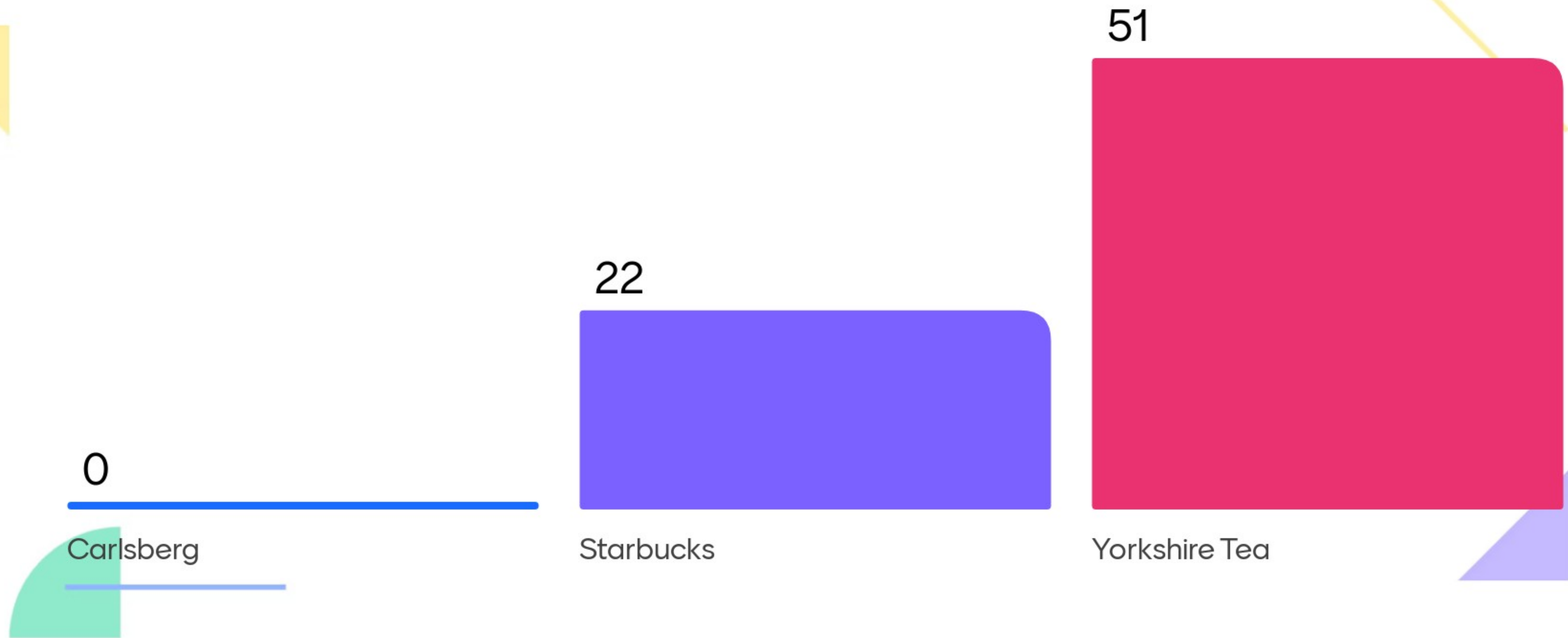


Emirates

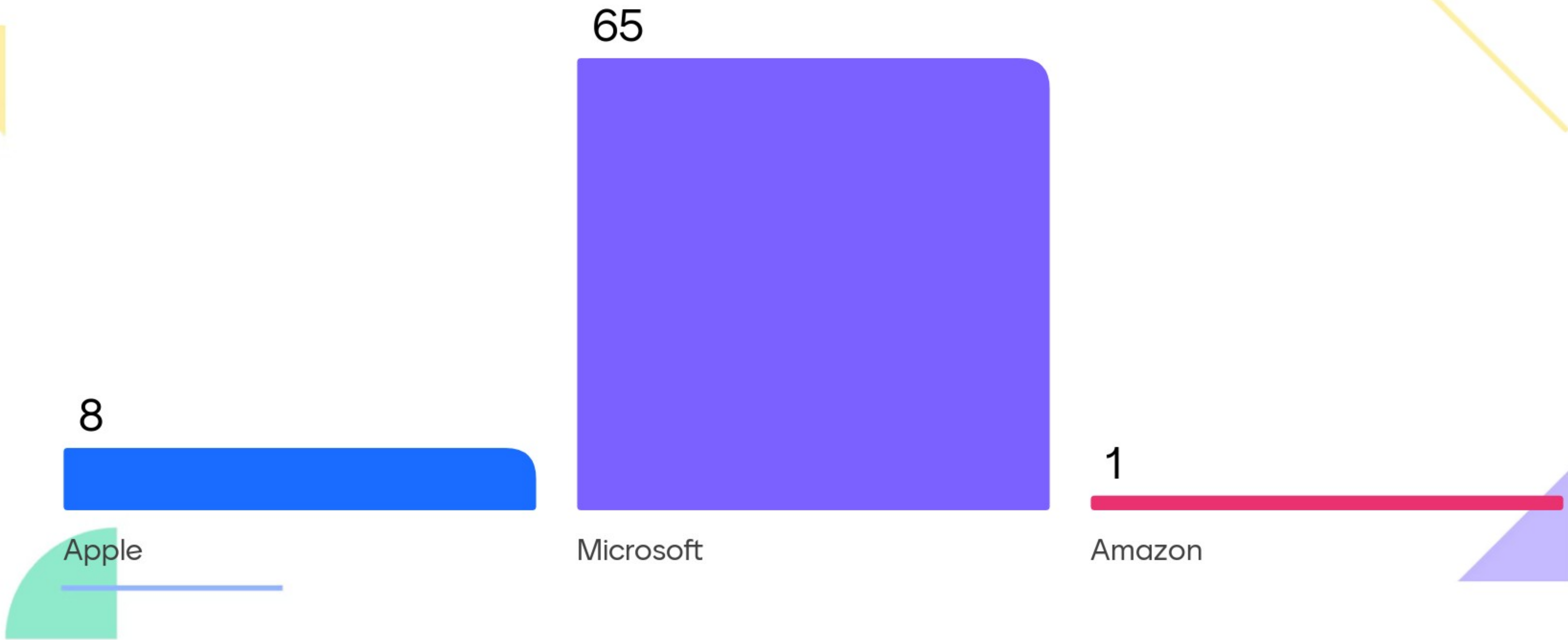
Spreading ideas



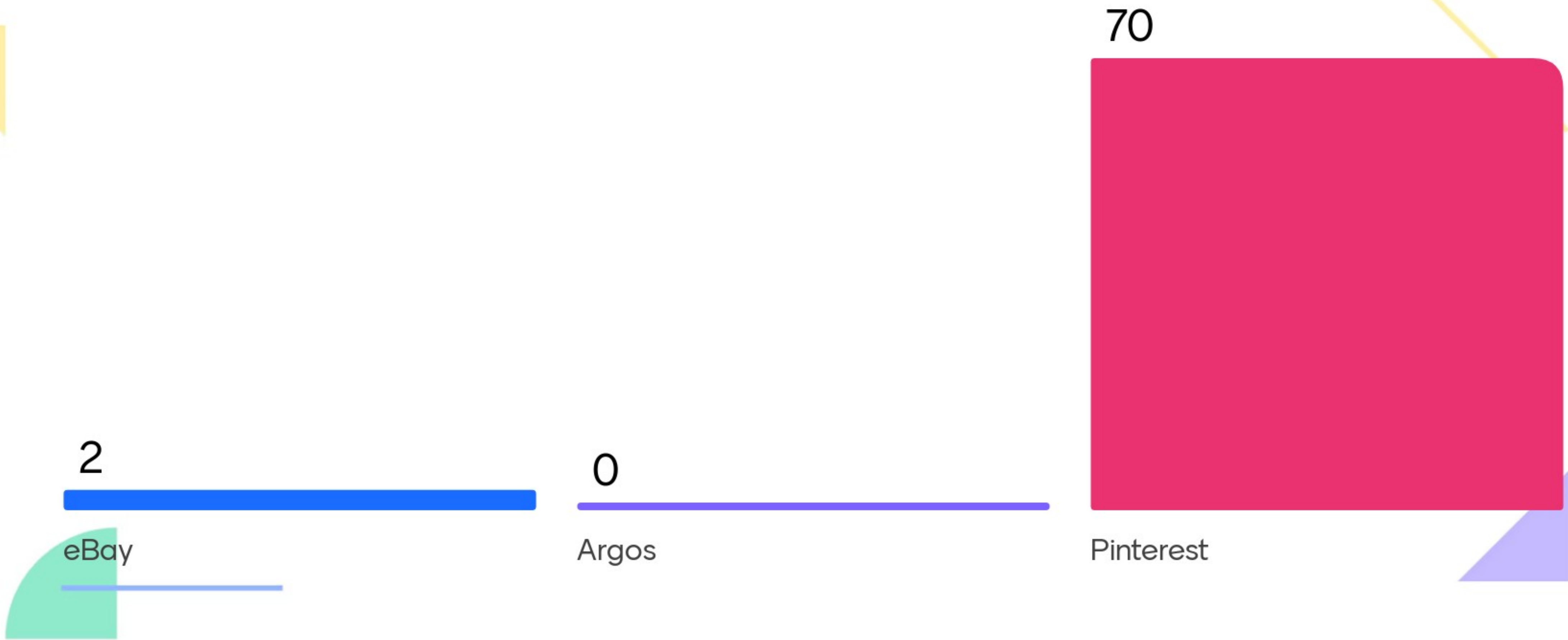
To inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time



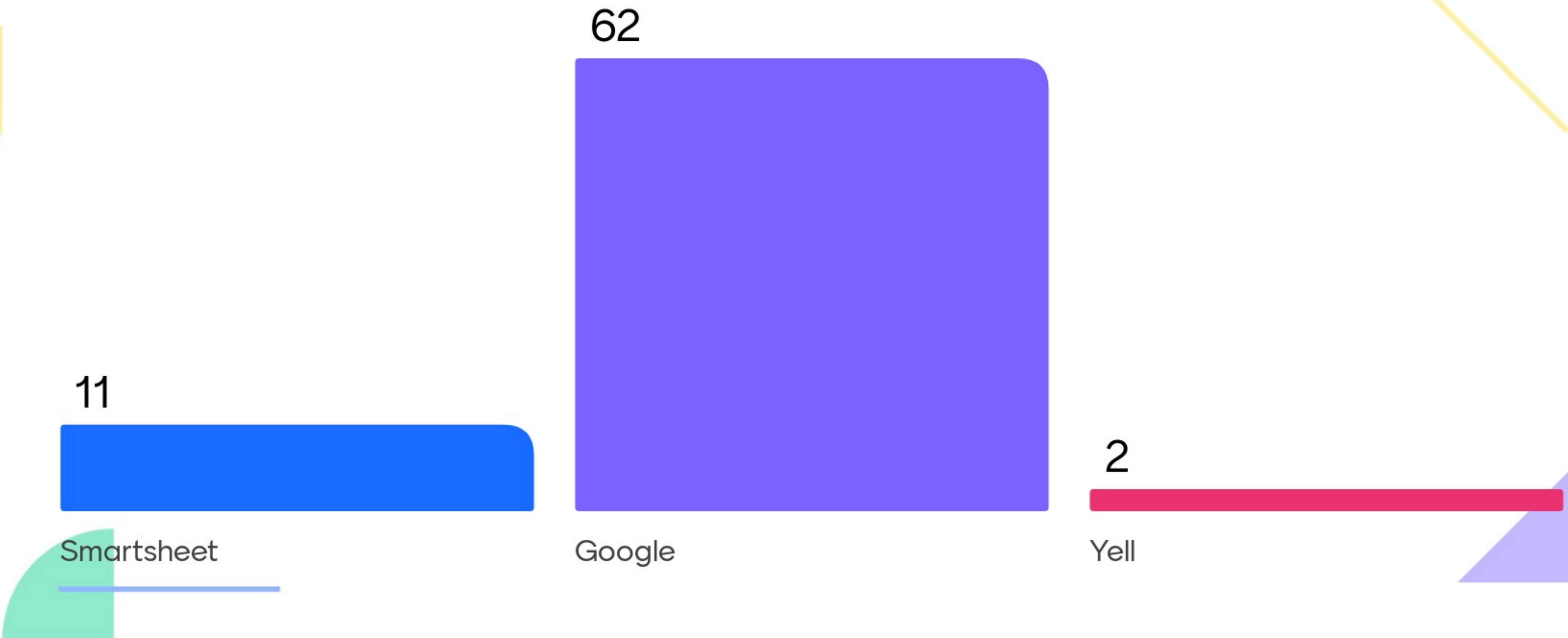
To empower every person and every organization on the planet to achieve more



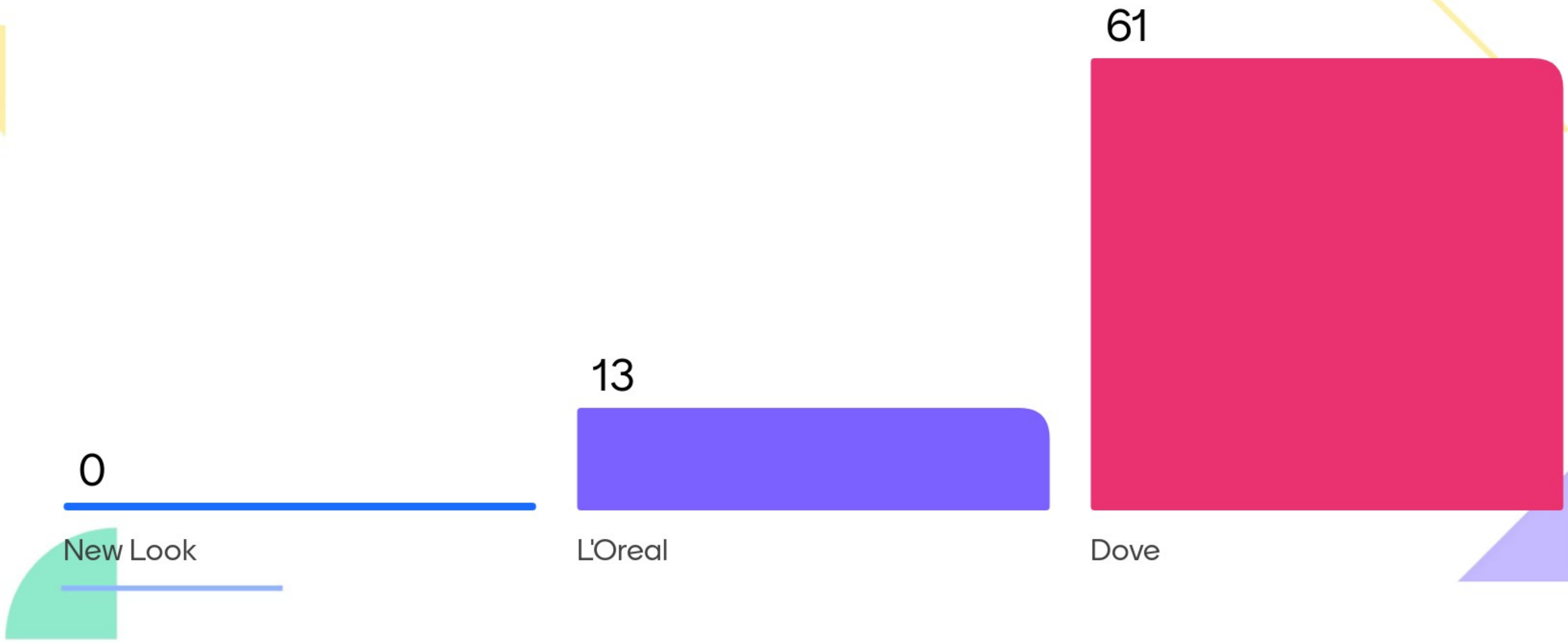
Bring everyone the inspiration they need to create a life they love



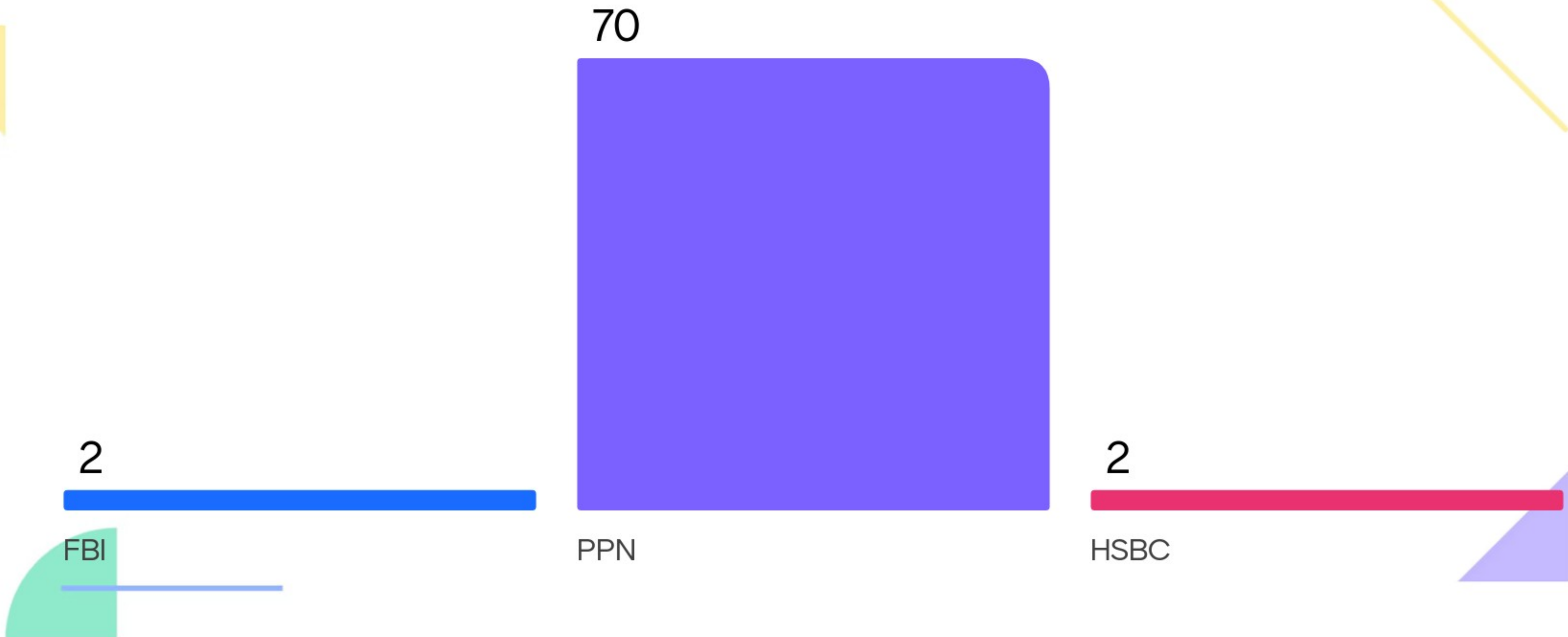
Organize the world's information and make it universally accessible and useful



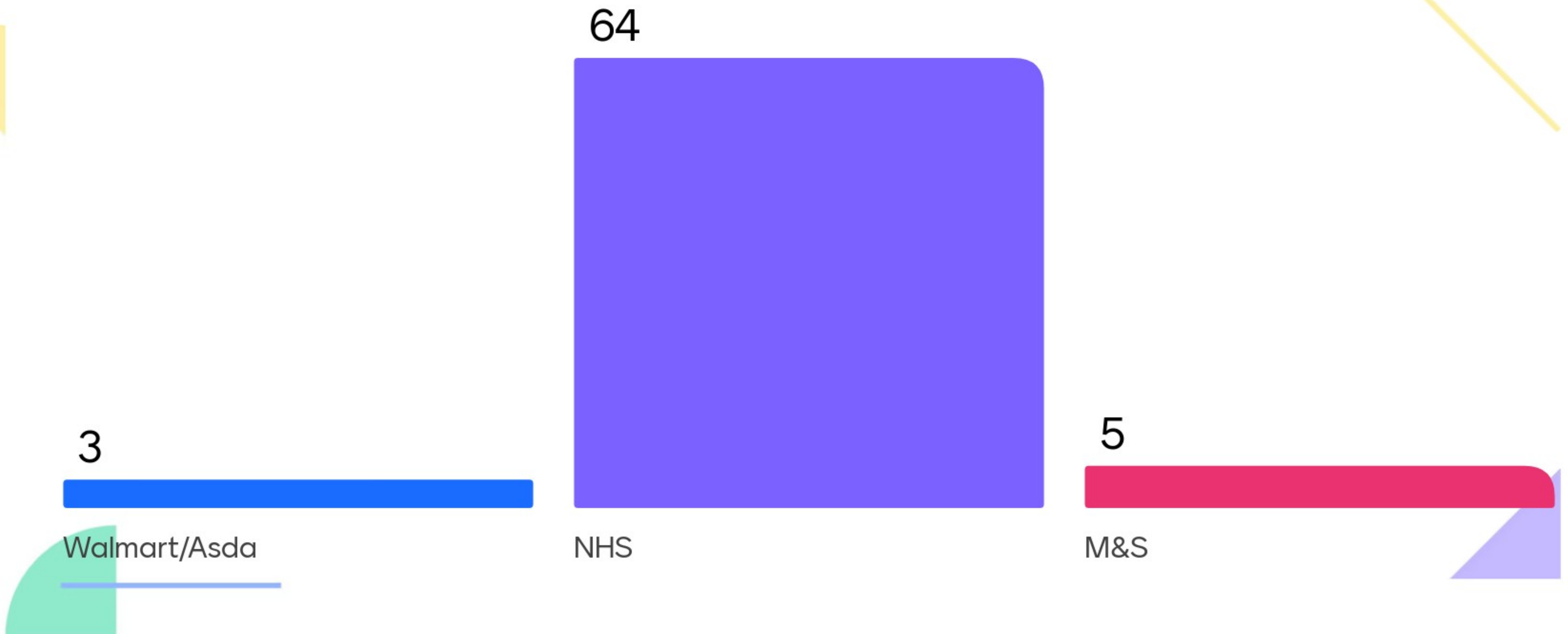
Help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realize their full potential.



Inform, Enable, Influence



To work together to improve the experience of working for XXXX for everyone



Psychological Professions

Submit your group's brand by scanning the QR code or using the code above at menti.com

Let's begin the brainstorm 💡

Submit your group's brand! and then we vote for the best one!

Talking and listening to people to help them make sense of what they are going through and to feel better

19 Popular

Psychological Professions offer a safe space to listen, understand and unpick together what's happened in your life and help you to get to where you want to be

18

Our role is to relate to you, give you hope and ensure you don't feel alone. We'll collaborate to get you to the best you can be in a way that works for you and all your needs.

17

Working together with psychological knowledge to soothe our hearts, understand our minds, take care of ourselves and achieve our goals

17

Helping you to choose a different path through understanding thoughts, feelings, and behaviours, and learning skills to empower a person to make positive change 😊 Group 8

15

You and I working together, to understand, talk through and improve your mental health, one day at a time. Group 11/13 😎

12

Bringing together communities & people to understand and improve their wellbeing, considering the whole person, developing a trusting relationship, and encouraging positive change.

(6)

11

We are professionals who provide help to people of all ages who need support with their mental health. Providing compassion to help them recover and feel well.

10

Let's begin the brainstorm 💡

Submit your group's brand! and then we vote for the best one!

We build trusting relationships in order to facilitate meaningful change in peoples lives through working together to support your psychological wellbeing

9

We help people to better understand and cope with life stressors. We are all trained to apply the science of mind and behaviour in an individualised and compassionate way.

7

We help people whose brain needs a cuddle.

7

Using psychological understanding and skills to help people and society unlock their ability to make desired change.

6

Providing a safe space to work together without judgement to feel better.

6

Making psychology great again!!!!

MAKING PEOPLE GREAT AGAIN



The Top 3 will be reviewed during lunch by a member of Bolton
Arena staff.

The winner will be announced when we return - see you at 1pm!

