AMBITION TO ACTION

NHS Professional Development Conference 2026
Date: Thursday 15th October 2026
Location: Lancaster University
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15th
OCTOBER
2026

This workbook forms part of the

Ambition to Action presentation

for the NHS Professional Development Conference,

Lancaster University, Thursday 15th October 2026.

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Welcome: this workbook is for your next move

This workbook is designed to help you turn inspiration into a practical career plan. Use it following the presentation and revisit it over the next 90 days. You do not need to have every answer today. You do need to leave with a clearer direction and one action you are willing to take.

How to use the workbook

- Be honest with yourself. This is a planning tool.
- Focus on progress, not perfection.
- Choose actions within your influence while recognising that organisations also have a responsibility to provide fair access to development and progression.
- Keep a record of your actions and achievements; review this workbook monthly.

A reflection to begin

Are you actively creating the career you want, or are you waiting for someone else to create the opportunity for you?

Pause before writing. There is no right or wrong answer.

What does this question bring up for me?

_____

_____

_____

What would I like to be different about my career?

_____

_____

_____

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1. Consider: Where am I now?

Before choosing a destination, understand your current position. Consider your responsibilities, strengths, values, energy and opportunities.

Reflection area	My notes
What I enjoy most in my current role	
What I do well / strengths others notice	
What feels misaligned	
What I have learned in the last 12 months	
What I want more of in my working life	
What I want less of	

What am I proud of in my career so far?

_____

_____

_____

_____

_____

_____

What am I ready to change, learn or explore?

_____

_____

_____

_____

_____

_____

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2. Define your destination

Your destination may be a promotion, a different specialty, a sideways move, a project, more influence, improved work–life boundaries or a new direction.

In 12 months, I would like to have...

_____

_____

In 3 years, I would like my career to look like...

_____

_____

_____

The impact I want to make is...

_____

_____

The values I want my career to reflect are...

_____

_____

My career vision statement

I want to move towards _____ because _____. I will use my strengths in _____ to contribute to _____.

Write your own career vision statement

_____

_____

_____

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3. Research your target role

Do not guess what progression requires. Review job descriptions, person specifications, competency frameworks, NHS leadership resources and speak with people who understand the role.

Question	What I found / next step
What are the essential criteria?	
What experience is expected?	
What skills or behaviours are needed?	
What qualifications or learning may help?	
What evidence would demonstrate readiness?	
Who could help me understand this role?	

My target role / opportunity is...

_____

Three things I need to understand better are...

_____

_____

_____

4. Skills and experience gap analysis

A gap is information, not a verdict. Use this table to identify practical ways to build evidence.

What the role needs	Evidence I already have	Gap / development need	How I will build it

My highest-priority development need is...

_____

_____

The smallest useful step I can take is...

_____

_____

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5. Recognise and communicate your transferable skills

Your title does not capture the full value of your experience. Consider leadership, communication, service improvement, decision-making, problem-solving, teamwork, advocacy, project coordination, coaching and managing competing priorities.

Example / situation	What I did	Skill demonstrated	Impact / outcome

Turn experience into evidence

Use this structure: ACTION → CONTRIBUTION → RESULT.

Where possible, quantify the result or explain who benefited.

A strong example I can use in an application or interview:

_____

_____

_____

_____

6. Build your achievement bank

Record achievements as they happen. Do not rely on memory when an application or appraisal arrives.

Date	Challenge / task	My action	Result / evidence	What I learned

One achievement I have been underplaying is...

_____

_____

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7. Make your contribution visible

Professional visibility is not showing off. It means making your contribution, learning and ideas visible in ways that help colleagues and services.

Visibility action	My idea	By when?
Share a learning or improvement		
Volunteer for a relevant project		
Present or contribute at a meeting		
Update my CV		
Ask to shadow or learn from a role		

What makes it difficult for me to make my contribution visible?

_____

_____

What would make this feel authentic and manageable?

_____

_____

8. Build your career village

Different relationships offer different forms of support. One person does not need to fulfil every role.

Support role	What this person can offer	Who might this be?	My next step
Mentor	Perspective and learning		
Sponsor / advocate	Recommends me or opens access to opportunities		
Coach	Questions that help me think and act		
Peer	Mutual encouragement and accountability		
Ally	Support and fair treatment		
Role model	A view of what may be possible		

Who do I need to connect with, and what will I ask?

_____

_____

_____

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9. Prepare for a career conversation

Use these questions with your manager, mentor or development lead:

1. What strengths do you see in my work that I should build on?
2. What experience would prepare me for my next step?
3. What skills or evidence would make me a stronger candidate?
4. What projects, secondments, shadowing or acting-up opportunities could I explore?
5. Can we agree one or two actions and a date to review progress?

My opening sentence for the conversation:

_____

_____

The support or opportunity I will ask for:

_____

_____

Date of conversation / follow-up:

_____

10. Barriers, boundaries and support

Career progression is not solely an individual responsibility. Consider both the actions within your influence and the support or fair access you need from your organisation.

Barrier or concern	What is within my influence?	What support / organisational action is needed?

Where do I need to set a boundary to protect time for my development?

_____

_____

What support would make progression more accessible or fair?

_____

_____

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11. Your 12-month career plan

Goal	Actions	Support / resources	Evidence of progress	Deadline
Goal 1				
Goal 2				
Goal 3				

12. Your 90-day action plan

Timeframe	Action	How I will know it is done	Review date
Days 1–30: Clarify			
Days 31–60: Build			
Days 61–90: Pursue			

My one action in the next seven days is...

_____

_____

I will complete it by...

_____

The person who can hold me accountable is...

_____

13. Monthly review: keep your plan alive

Review question	My reflection
What action did I take?	
What progress or evidence did I create?	
What did I learn?	
What got in the way?	
What support do I need?	
What is my next priority?	

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Final reflection: make a commitment

When you look back a year from today, what will you wish you had started doing now?

My commitment to myself:

_____

_____

_____

Your career. Your growth. Your next move.

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