

# Hi

I hate to start with some rules, but here are some rules:

1. This is a presenter-less presentation. The slide show is on a timer. It should just run automatically when you press F5. If it doesn't run, you may need to click the mouse **once** to start it
2. You will need a pen and some scrap paper

Thanks

# 2008 Oxford Leadership Prize

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Registration Number 109



So,

the big question...

What aspects of leadership in the 21<sup>st</sup> century can contribute most towards a global ambition of 'improving health and saving lives'?

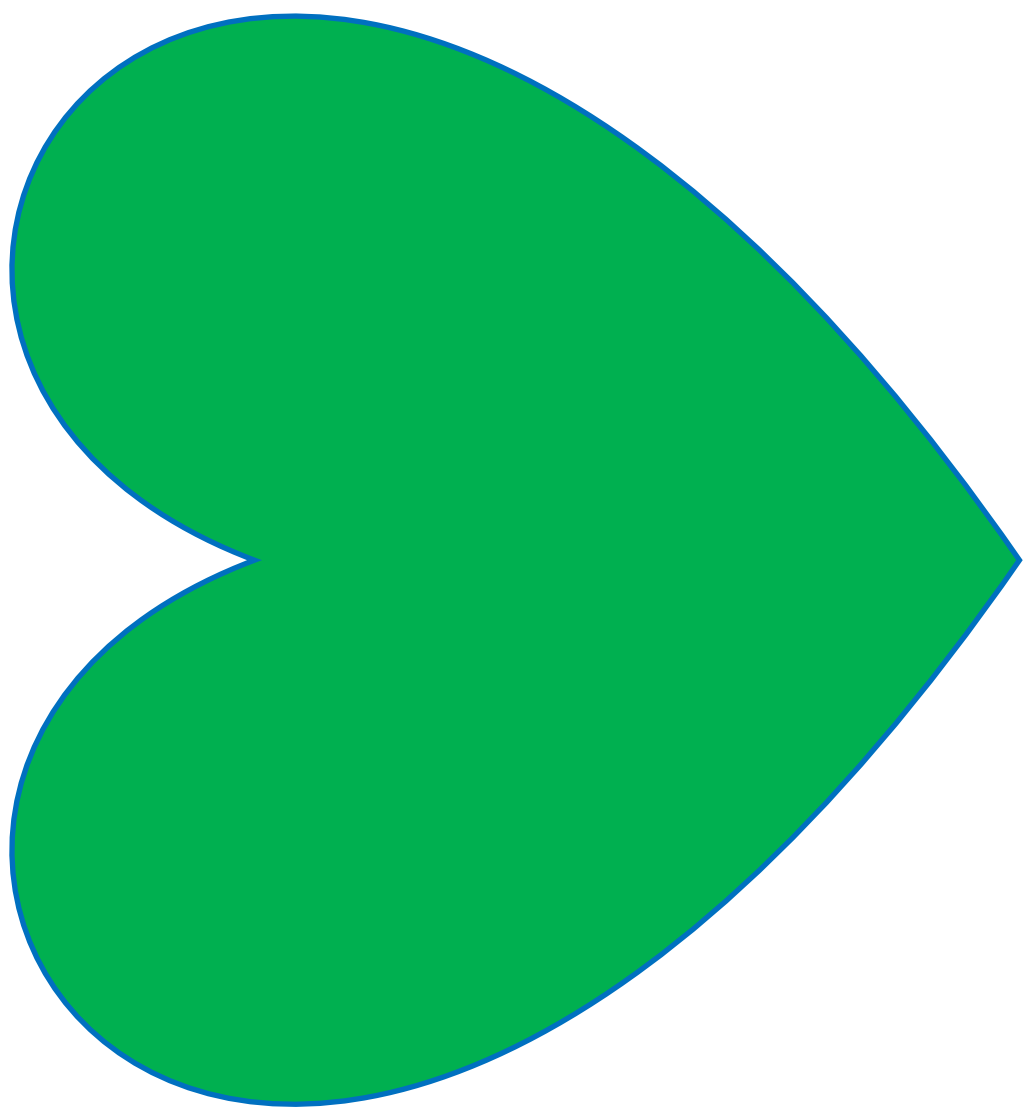
# We'll come to that in just a second...

I want to start by saying I am not a doctor - I was never really *that* good at biological sciences.

Nor am I a leader - but I am going to explore leadership today. In fact, I am going to have a little shot of being a leader, to set out a vision and create a solution. So I would like to ask you to do something for me.

Take a pen and draw a picture of a heart.

Not an anatomically correct heart (just in case some of you are not doctors too) but just a heart like this...



# Okay?

This heart is going to be the symbol for today.

I am not trying to be cute. This is just something we can all understand to mean **life** and **health**.

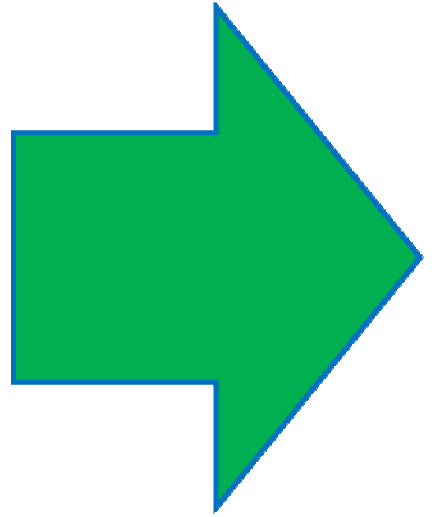
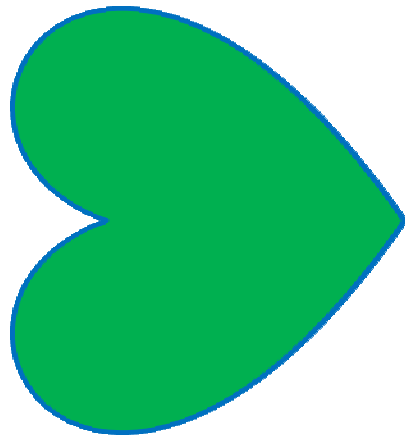
This is part of the big question.

The other part of what we will discuss today is **leadership** and how it can be involved in this **global ambition**.

So for that I would like you to draw an arrow.

Actually no, four arrows please. One to the right, one to the left, one to the top and one to the bottom of the heart.

Just like this...



There.

We are all artists and visionaries.

We have just created an image of our aim.

-----**To**  
***improve health everywhere, in every country and for every human being;***  
***to reinforce that every human has a right to access healthcare;***  
***and increase the responsibility of the individual to care for their own health.***

Not bad for a simple wee drawing

## Let's take a closer look at some of the problems...

862 million people across the world are hungry\*

10,000 – the number of newborns who die from preventable complications during childbirth (90% of these occur in the developing world)

150 million – the number of people globally experiencing financial hardship because of the cost of health care

120 million – the number of people who do not have access to safe drinking water. And this is only in Europe!!!

13 years – the deficit in average life expectancy for men in eastern Europe compared with those living elsewhere in Europe in 2005.

7.4 million people died from cancer worldwide in 2004

12 million adults in the UK are obese

4,336 – the number of suicides recorded in England and Wales in 2005 (75% were men)\*\*

Source: World Health unless otherwise stated

\* Statistics from Bread

\*\* Statistics from MIND

# So whose fault is this?

Well this is the easy part: it is quite easy to blame people:

**Governments**

**World Health Organisation**

**Teachers**

**Cigarette companies**

**Parents**

**G7**

**NHS**

**McDonalds**

**Pharmaceutical companies**

**United Nations**

**The Capitalists**

**Our ancestors**

# My Friend Jon

I asked my friend Jon about this and he thinks it is essentially about greed:

*“It comes down to greed of the individual, greed of organisations, or greed of governments. This greed creates a disparity of wealth and knowledge in healthcare”.*

(My friend Jon knows some things.)

# And so, back to the question...

We know the problem, we know who is to blame, and we know our aim, so how can leadership take it forward?

The art of **inspiring** and **guiding** people plays a fundamental role in this.

Although a global issue, it may not be appropriate to have single global leadership solution - Zimbabwe faces different health challenges to the UK.

Therefore we must adopt a **regional, knowledge-based, transformative** leadership style.

Quite a mouthful.

So how the *Dickens* do we do that?

# A combined strategy

“It is not leadership from any one person that is required, it is an aspect of leadership each of us summons from within”.  
Nirenberg (1993)

This view that people are not completely powerless is important to this combined strategy

People have will within them to change their attitudes to their health, but often, they need an external trigger...

“As you get older it is harder to have heroes, but it is sort of necessary.”

Ernest Hemmingway

I believe we need a leader who can be an 'agent of change'. Someone who can promote the ideals, empower people to improve their choices relating to health.

Leadership should be based on a kind of youthful rebelliousness. With someone who can drive people to challenge the accepted norms.

As we have seen before, social leaders may come in a shape we least expect....



Okay so just to be clear. I am not trying to say that Jamie Oliver is the right guy for us.

But there are some undeniably interesting leadership traits of the socially conscious celebrity-set.

Knowing what we know about celebrity culture in 'western/developed' nations, there is an opportunity here...

# Characteristics of Leadership in the 21<sup>st</sup> Century

- A Vision, and the ability to put forth that vision  
....
- ...through media interest
- Charisma
- Passion and heart
- They must be inspirational
- Transformative
- Knowledgeable
- Empathetic
- And instigate a collective evolution and a personal revolution (Chatterjee)

It would be no use to have all of these traits without **knowledge** and **expertise**. They need to be experts of either sport, wellbeing, healthcare or medical practices.

The leader needs to **liberate** the **aspiration** in us all to do more (without being a nanny).

They can't be a hero, instead they should be a **designer, teacher or a steward** (Huey)

(It is quite a big ask I know...)

# The Downsides

There are some downsides to adopting a celebrity leader with a cause:

- Celebrity backlash
- Over-exposure
- The way we like to cut down a righteous person (tabloids are good at this)
- The ego
- Commercialisation

But all leaders have their critics...

Leadership needs to be summoned from within each individual to make changes to national and global health.

National health dictates the self esteem of the individual within the nation or the attitude of its government towards the people.

To deal with the former, a leader must reinforce the belief that everyone has a right to good healthcare facilities and each individual needs to be empowered to make positive choices about their own health.

The latter is a collective responsibility of charities, agencies and through diplomatic means to share resources, knowledge and to challenge inequality.

# To conclude

I realise that when you look down at the piece of paper in front of you, all you will see is a drawing of a heart and four arrows - and that vision remains.

There is a need for a change agent, or a spokesperson to inspire an ideological revolution towards healthcare.

Celebrity culture, although unpopular in some circles, is an undeniably powerful leadership tool. Vision, media, expert-knowledge and public interest are the catalysts to global change.

## My recommendation?

A youthful rebelliousness which utilises a regional, knowledge-based, transformative leadership style.

Thank you very much for your attention.

# Bibliography and the important stuff

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