



Reconnect • Reset • Rebuild



Conversation Starter Guide

It's time for a new conversation with our communities—to Reconnect, Reset, and Rebuild our priorities together. As a leader and community connector, you are key to making these meaningful connections.

This guide is designed to support authentic engagement, ensuring that local voices shape our future direction. Through this listening exercise, you will be part of a two-way exchange that demonstrates visible, active leadership, grounded in community insight and connection.

By opening up this dialogue, we can gain a deeper understanding of what matters most to our communities, uncover new opportunities, and support aspirations for local wellbeing. Thank you for your role in building these essential bridges.

Enabling Leadership Connections within the community

Before you begin:



A connector is someone who listens and bridges gaps, linking voices across communities and organisations.

They play an essential role in understanding diverse needs and translating them into meaningful action.





Building new relationships through effective conversations

The purpose of asking system leaders to engage directly with local communities goes far beyond gathering opinions. It's about building trusting, equal relationships that lay the foundation for ongoing collaboration and mutual understanding. To make these conversations meaningful and respectful, consider the following:

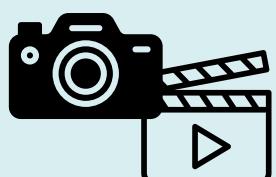
- **Approach with authenticity:** Be genuinely curious and open-minded, prioritising listening over leading. Approach each conversation as a peer rather than an authority figure, inviting people to share openly without fear of judgement or expectation.
- **Use plain language:** Avoid jargon or technical terms. Instead, use clear, simple language that everyone can understand, ensuring people feel included and valued in the discussion.
- **Practice empathy and active listening:** Show that you value each person's perspective by actively listening and asking follow-up questions that show genuine interest. Don't try to "solve" immediately, allowing the space for real dialogue.
- **Create a welcoming space:** If possible, meet people in informal or familiar community settings, like local cafes or community venues. This helps create a more comfortable atmosphere, where people feel at ease sharing their experiences.
- **Encourage honesty:** Let people know their feedback is truly valuable, and don't shy away from challenging topics. Encourage honesty, including frustrations or criticisms, as this builds trust and authenticity.
- **Minimise status cues:** Avoid symbols of hierarchy, like name badges or formal attire, which may create barriers.
- **Leave with an open invitation:** Conclude by expressing a desire to stay connected and by showing that their input will shape future actions. This reinforces that the conversation is just the beginning of an ongoing, collaborative relationship.

Capturing feedback

Capturing each conversation meaningfully is essential to ensure that every voice is heard. This guide includes a template to help you record key points from each conversation. Alternatively, you can complete the [ONLINE CAPTURE FORM](#).

In addition to filling out the form, we encourage you to capture moments creatively with photos, videos, or audio. Here are some ideas:

- **Record a short video:** Before you enter the venue, record a quick message about where you are, who you'll be talking to, and what you hope to learn. After the session, share a summary of key takeaways or moments that stood out.
- **Take a group selfie:** If appropriate, take a selfie with the group to mark the moment and celebrate community connection.
- **Record snippets of conversation:** With participants' permission, capture brief audio or video clips of the conversation. This can bring the insights to life and add a personal touch to the feedback.





Conversation guide

Introduce yourself and your role

Start with a brief, personal introduction, sharing your role within NHS Frimley and Frimley Health and Care ICS. Emphasise your own connection to the community, rather than your title, to set a collaborative tone.

Explain the purpose of this conversation

Share why you're here, highlighting that this is part of a new, open dialogue to Reconnect, Reset, and Rebuild together. Emphasise that your role today is to listen and understand, not to lead or direct.

Frame the bigger picture

Explain how recent reports—such as the Darzi review and Grenfell recommendations—highlight the need for deeper understanding of community needs. Mention that this work is rooted in community voices, so these conversations are key in shaping a meaningful future together.

Acknowledge why it matters

Recognise that our lives and environments profoundly impact health outcomes. We are all part of a connected community that impacts and shapes one another's health and wellbeing.

Highlight the goal of understanding local perspectives

Share that the goal is to understand local values, concerns, and the unique barriers faced in different communities. It's an opportunity to make health and care more effective by working side by side.

Opening up the discussion:

Invite input in a way that feels safe and open

- “I’d really love to hear your thoughts on what’s most important to you about health, care, and wellbeing in your life. We’re here to hear your voice, understand what matters to you, and learn about your priorities.”
- “Tell me about your experience with health and wellbeing, in any sense that feels relevant—housing, finance, environment, or health services.”

Explore their priorities and perspectives

- “What matters most to you when it comes to your health and care?”
- “What are the priorities for health and care in your community?”
- “What changes or improvements do you think would have the biggest impact on your wellbeing?”

Encourage candid feedback on areas for improvement

- “If there’s one thing, you’d like people like me to focus on, what would it be? We really want to know what would make a difference for you.”

Closing the conversation

Thank everyone for sharing openly and honestly. Outline how you will personally use this feedback and let them know we’re working to ensure these insights are acted upon across our partnerships. Invite them to stay involved by participating in the [Change NHS Government Consultation](#) and joining our [Community Panel](#).





Capturing your conversation

We would prefer to receive your feedback via our online form where you can also upload any pictures or videos captured. [ONLINE CAPTURE FORM.](#)

You can use this page for your notes on the day.

Your name(s)	
Date & location	
Community Group/ Individual(s) engaged and number of people in attendance	
Key priorities discussed:	
Barriers or challenges mentioned & ideas/suggestions for improvement:	
Your reflections (key takeaways, next steps):	