Advocacy and Leadership in Social and Healthcare Professions

1st Online Workshop on May 10th

Agenda

Team Neubrandenburg

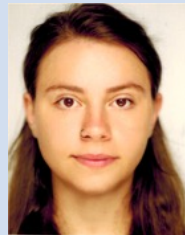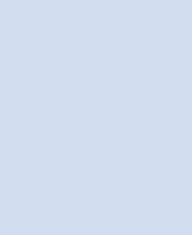| Professors				
	Prof. Dr. Northoff	**Prof`in. Dr`in. Dreas**	**Prof`in. Dr`in. Kraehmer**	**Emelie Langer Research Assistant M.A. Student – 4th semester**
Students	Lea Sophie Rauch M.A. Student – 2nd Semester Science Social Work	Clara Mikolajetz B.A. Student – 4th Semester Social Work	Lisa Matthe B.A. Student – 4th Semester Social Work	Johann Kohls B.A. Student – 4th Semester Social Work

Challenges

Leadership

- Systemic approach
- Ethical approach
- Transactional approach
- Different definitions
  - Leadership as a position
  - leadership as a quality (DE)
- Qualities of a Leader
  - Money
  - Dignity
  - Rights
  - personal

Advocacy

- Networking
- Political influence
- Advocacy in Social Work
- Could Advocacy influence leadership?
- Values and norms
- Triple mandate
- Manage the change

Leadership and Advocacy are interdependent?!

Research interest

Leadership:

Tension between economics and fundamental values in social institutions

→ **Scope of action**

→ **Leadership style**

Advocacy:

Tension between interests of clients, organizations and social policy

→ **Awareness raising**

→ **Lobbying**

→ **Change Management**

Definitions

Advocacy

- Advocacy describes the claim of professional acting in social work to take responsibilty for the dignity and rights of clients
(Graßhoff et al. 2018, p. 473)

Leadership

- … is „a process by which an individual influences a group of individuals to achieve common goals"
(Northouse 2004, p. 4)
- … One definition of leadership in social work is „the ability of a social work leader to demonstrte professionalism, confidence, credibility, clear goal setting, solution-focused problem-solving, and effective collaboration to support and empower others"
(Alimo-Metcalfe B./Alban-Metcalfe RJ 2001)

Theoretical approach

- How do leaders perceive themselves?

- What does leadership mean for social workers in different hierarchies levels?

- What are the paradoxes, ambiguities and dilemmas surrounding leadership and advocacy?

- What tensions do leaders perceive?

- What are the different advocacies focused in different leadership style?

- Which role does social work play in intermediating between leadership and advocacy?

Research key question

What are the fundamental tensions between essential values and economics for leadership?

How is it possible for advocacy to deal with different leadership styles and the effect on social structure?

What does "good leadership" mean for professionals in different hierarchies?

What are the possibilities of balancing the different interests of awareness advocating by lobbying and change management?

Methodology

Research interest:

Manage advocacies in a leadership position of a social work service

Desk research

Questions about Leadership & Advocacy

Field access

- Search for two organizations of social work in Mecklenburg-Vorpommern, Germany
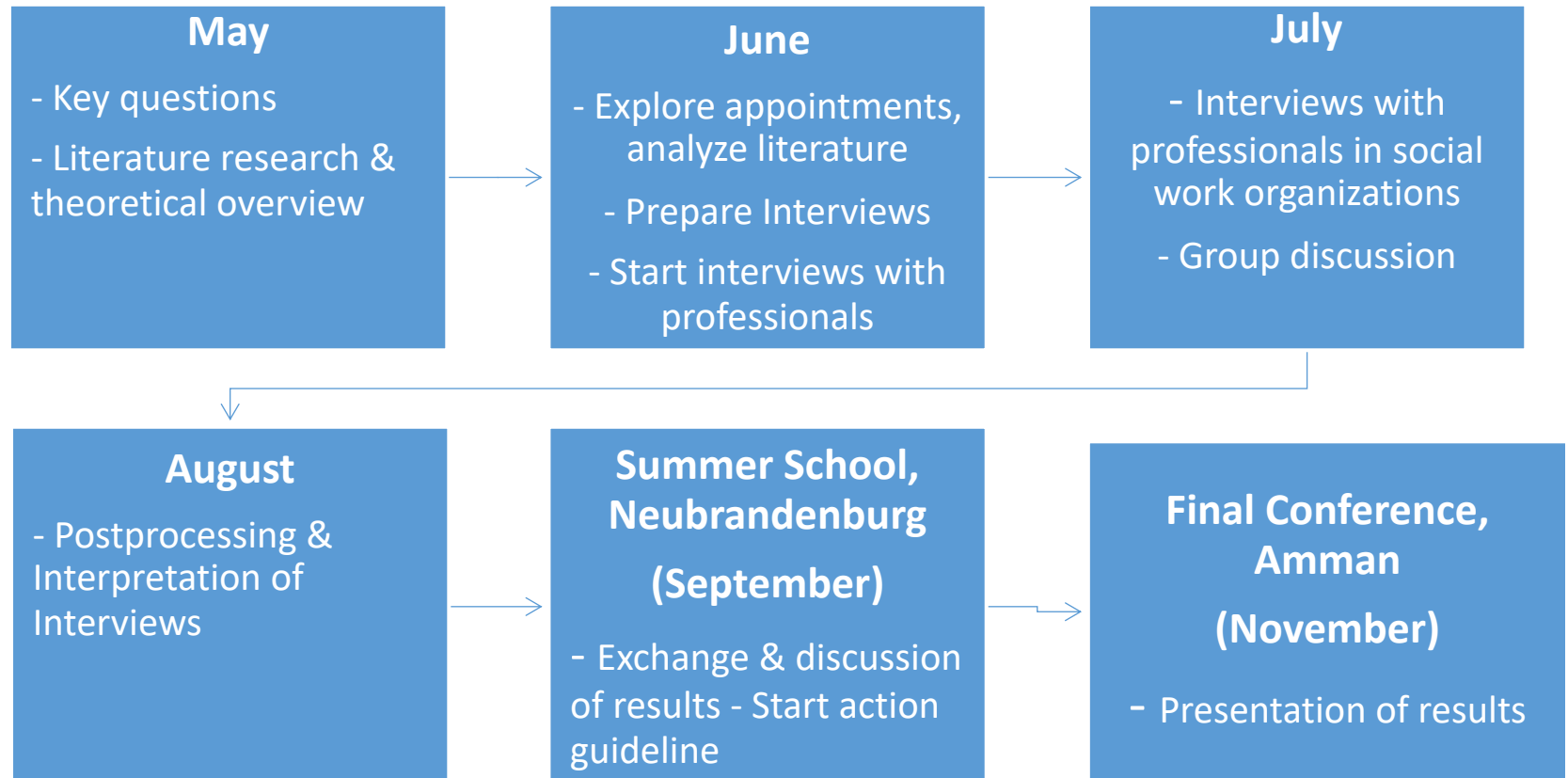- One small to mid organization and one mid to large organization

Qualitative research

- 4 semi-structured expert interviews, one from each perspective in the different organizations
  - request two experts per social work organization for interview & group discussion
  - creating guide
  - conducting interviews
- Job shadowing

Presenting of results

Timeline

May

- Key questions

- Literature research & theoretical overview

June

- Explore appointments, analyze literature

- Prepare Interviews

- Start interviews with professionals

July

- Interviews with professionals in social work organizations

- Group discussion

August

- Postprocessing & Interpretation of Interviews

Summer School, Neubrandenburg (September)

- Exchange & discussion of results - Start action guideline

Final Conference, Amman (November)

- Presentation of results

References

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Graßhoff, G. et al. (2018): Soziale Arbeit – eine elementare Einführung. Wiesbaden Springerverlag

Fröse, M. W. (2008): Leadership Diskurse - Neue Herausforderungen für die Führung und Leitung **In:** Bassarak, H. & Wöhrle, A.; Sozialwirtschaft und Sozialmanagement im deutschsprachigen Raum - Bestandsaufnahme und Perspektiven; Augsburg

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Thank you!