

The Big Conversation

Introduction

The Big Conversation was a pioneering large-scale engagement initiative that underpinned the NHS Greater Glasgow and Clyde's (NHSGGC) first ever Nursing and Midwifery Strategy, *Leading the Way*. Its purpose was to ensure that the strategic direction for nursing and midwifery was co designed and informed directly by the views, experiences, and priorities of the workforce. The initiative aimed to promote shared ownership, transparency, and meaningful involvement across all roles and settings.

Methods

The Big Conversation was delivered as an inclusive and innovative engagement approach. A combination of face-to-face and virtual engagement activities enabled wide participation from nursing and midwifery staff. The approach was based on principles of active listening, inclusivity, and openness. Feedback was gathered through multiple channels, including focus groups, interactive workshops, and digital surveys, allowing staff to contribute in ways that best suited them. This multi-method approach ensured comprehensive representation from across services and professional groups.

Results and Discussion

The engagement generated thousands of individual pieces of feedback. Responses were systematically analysed and grouped into five key themes: Workforce, Wellbeing, Patient Care and Quality, Professional Identity, and Culture. These themes formed the evidence base for the development of the Nursing and Midwifery Strategy. Ongoing engagement activities and further consultation enabled refinement of the findings and supported the identification of four strategic priorities, with associated actions co-developed with stakeholders. This process ensured alignment between staff priorities and organisational objectives.

Conclusion

The Big Conversation established a shared governance and decision-making approach across nursing and midwifery. Following its relaunch, each strategic priority was introduced individually, supported by nine short videos and a network of 215 Big Conversation Champions. Twelve Chief Nurse and Champion sessions were held to agree key questions, support local delivery, and gather feedback. Continued engagement through QR-code feedback, newsletters, and internal communications has embedded the strategy across the organisation and supports ongoing staff involvement.