



Maguire Communication and Leadership Academy

Compassionate communication
that **transforms care**



The Christie Institute
for Cancer Education
Manchester

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Welcome



Welcome to the Maguire Communication Skills Team.

I am proud to lead a team that believes communication can change lives, for patients, families and healthcare professionals alike. For over three decades we have supported clinicians to navigate the complexity, pressure and emotional intensity of real clinical conversations with skill, confidence and compassion.

We are committed to delivering training that is authentic and evidence-based, and to learning experiences that transfer into everyday practice. It is a privilege to work alongside such a skilled faculty, and we look forward to working with you to strengthen the conversations that matter most.

Dr Cathy Heaven

“ We are committed to delivering training that is authentic and evidence-based, and to learning experiences that transfer into everyday practice.



Pioneering conversations that change lives

The Maguire Communication Skills Team is internationally recognised for its work in communication skills training in healthcare. For over 30 years, our work has reshaped how clinicians communicate with patients and with each other, making a tangible difference to patient experience, clinical outcomes and professional wellbeing.

At the heart of what we do is an understanding that communication is complex. Every interaction is shaped by emotion, uncertainty, risk, time pressure and individual circumstance. Clinicians are asked to adapt what they say, how they listen and how they respond, often in the moments that matter most. Our training equips them to navigate this with confidence, skill and compassion.

We specialise in transformative conversations: dialogues that build trust, support shared decision-making and reduce harm. These are the conversations patients remember, and that professionals carry with them throughout their careers. When communication goes well,



it changes lives. When it doesn't, the cost is high. **Our mission is to help ensure it goes well, even in the most difficult circumstances.**

Our programmes are delivered by an experienced faculty who have taught thousands of healthcare professionals across disciplines and settings. We believe learning is most powerful when rehearsal mirrors reality, so our training is designed to feel authentic and emotionally credible, and to transfer

directly into clinical practice. This focus on realism supports lasting behaviour change – long after the training ends.

For three decades, we have refined and developed training that makes a genuine difference to how healthcare professionals communicate.

Helen Bradley,
Programme Lead and Senior Trainer



Meet your course leads



Helen Bradley,
Programme Lead
and Senior Trainer

Helen brings more than 20 years of frontline experience to her teaching, helping healthcare professionals communicate with greater confidence in complex and emotionally challenging situations.

- Draws on experience across critical care, bereavement, coronial services and acute and emergency care
- Helps build confidence in difficult and sensitive conversations
- Brings practical insight to help build resilience in ourselves and our teams through compassionate communication
- Led and developed high-performing teams, building confidence, growth and innovation across services



Sandra Ukah,
Trainer

Sandra helps healthcare professionals reconnect with their humanity, supporting them to communicate with confidence in the most vulnerable moments of patient care.

- Specialises in helping clinicians navigate the fear of saying the wrong thing
- Uses compassion, curiosity and presence to support professional growth
- Helps teams build confidence, authenticity and meaning in everyday interactions



Why Maguire?

Benefits to Your Organisation

The Maguire Communication Skills Team has established expertise in healthcare communication, built on research that links high-quality communication with improved patient experience, better clinical outcomes and stronger staff wellbeing.

Investing in communication strengthens individual capability and the wider culture of care. Effective communication reduces risk, supports shared decision-making, improves team functioning and helps staff manage the demands of modern healthcare. The result is safer, more compassionate and more efficient services.

Why organisations choose Maguire

Organisations partner with the Maguire team for measurable, lasting impact:

- **Evidence-based methodologies**
Our programmes are built on decades of research and innovation in health and social care communication.

- **Proven impact on patient experience and staff confidence**
Training translates into improved patient interactions, increased professional confidence and reduced communication-related harm.
- **Delivered by expert clinicians and educators**
All training is led by faculty with clinical credibility and educational expertise.
- **Aligned with national frameworks**
Our work aligns with key national standards, including ACCEND, supporting compliance and strategic priorities.

- **Trusted by the NHS and global partners**
We are a long-standing provider to NHS organisations and international partners.

A strategic investment

Communication is not a soft skill. It is a core clinical competency. Organisations that invest in high-quality communication skills training see measurable improvements in care quality, staff engagement and organisational culture.



What We Deliver

Flexible training that fits your organisation.

We deliver high-impact communication and leadership programmes that can be commissioned individually or as part of a wider workforce development strategy.

Delivery formats:

- Face-to-face workshops (UK and international)
- Live online training
- Blended learning programmes
- Bespoke organisational packages

Key outcomes:

- Confident, compassionate conversations
- Stronger leadership and supervision
- Reduced conflict and escalation
- Improved staff wellbeing and retention

Tailored solutions for complex, people-centred environments.



Our Signature Programmes (Foundation and Intermediate)

Building confident communicators at every level.

* Essential Communication Skills Training (Foundation)

A practical introduction for staff new to communication skills training. Builds confidence responding to distress and emotional conversations.

* Enhanced Communication Skills Training (Intermediate)

Supports healthcare professionals to manage more complex, emotive conversations using structured, person-centred frameworks.

* Communicating with Colleagues

A highly sought-after programme focused on feedback, conflict management and team relationships.

* Breaking Bad News and Challenging Conversations

Develop skills to deliver sensitive information with empathy and clarity, using evidence-based models such as SPIKES+. Ideal for organisations seeking rapid, scalable impact.

* Loss, grief and Bereavement Communication

Build the confidence and compassion to support bereaved people, linking grief theory with communication skills.



Advanced and Leadership Programmes

Supporting senior roles and complex systems.

* **Advanced Communication Skills Training**

A flagship two-day programme with delegate-led scenarios for senior clinicians and leaders.

* **Mediation skills for managers**

This one-day workshop is designed to help managers and team leaders develop confidence in resolving workplace conflict.

* **Clinical Supervision Training for New Supervisors**

Develop confident supervisors who can support reflective practice and staff development.

* **Virtual Clinical Conversations**

Essential training for safe, compassionate remote consultations.

* **Train the Trainer**

Build internal capacity by training your own facilitators to deliver high-quality communication skills education.



Bespoke and Commissioned Work

The Maguire team works with organisations on bespoke and commissioned training, designed around your specific clinical context and priorities.

Rather than a one-size-fits-all solution, we work with you to understand your workforce pressures, strategic goals and the conversations your teams find most challenging.

From there, we design training that addresses identified risk or gaps, reflects real scenarios from your setting and supports lasting behaviour change.

By tailoring content, scenarios and delivery methods, we maximise engagement, relevance and transfer into practice, delivering training that creates lasting improvements in patient care, staff confidence and organisational culture.

To discuss a commissioned programme, contact us at:
the-christie.maguire.unit@nhs.net



“ The facilitators were highly experienced and knowledgeable and every one of our team learnt a huge amount and developed their teaching and communication skills.

Amanda, Northampton Health Care Foundation Trust



Demonstrating Impact

Learning delivered by the Maguire Communication Skills Team is designed not only to inspire individuals, but to demonstrate clear, meaningful impact at organisational level.

Our programmes are structured so that learning translates into observable changes in practice—enhancing the quality of patient interactions, strengthening staff confidence and supporting safer, more compassionate care. Through realistic rehearsal, reflective practice and alignment with organisational priorities, participants apply skills directly to their clinical environments, enabling organisations to evidence improvements in patient experience, teamwork and culture. This focus on transfer and sustainability allows learning outcomes to be linked to strategic objectives, quality indicators and workforce wellbeing, ensuring that investment in communication skills delivers measurable and lasting value for the organisation.

Why communication training delivers ROI

Organisations that invest in high-quality communication training benefit from:

- Improved patient satisfaction and experience
- Reduced complaints and conflict
- Increased staff confidence and resilience
- Stronger leadership behaviours
- Better team functioning

Better communication drives safer, kinder, more effective care.



“ Participants apply skills directly to their clinical environments, enabling organisations to evidence improvements in patient experience, teamwork and culture.



Levels for all and key facts

Our courses are divided into three easy to navigate levels to assist you in choosing the course that's right for you.

FOUNDATION

INTERMEDIATE

ADVANCED

Hover over any level section button displayed on course pages and click on it to navigate to the beginning of each level section.

Our Foundation level courses can be just as meaningful to senior professionals if you are at the beginning of your communications journey. Likewise some early career professionals may already have embarked on previous communication skills training and thus may benefit more from an intermediate or advanced course.

We recommend that you choose your own level, based on where you feel you are in your communication skills journey. All courses are designed to be flexible to meet the needs of our learners.

If you have any questions about any of our courses, or the Maguire Communication and Leadership Academy, please contact us at: the-christie.maguire.unit@nhs.net or visit our website at: www.christie.nhs.uk/maguire

Each course has a number of key facts relating to it. The icons below illustrate what the key fact is. These icons are then accompanied by specific information relating to that course:



Delivery type and/or style



Who it's for



Duration



Experience level



How to book/learn more



This course is mapped to the NHS England ACCEND Framework



Foundation level courses.



Essential Communication Skills Training (Foundation)

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This practical half-day workshop is designed to build confidence in responding to people who are distressed or upset. Learn to use essential communication skills within a clear structure to support effective, empathetic conversations.

Learning outcomes

- Use a structured approach for difficult conversations
- Listen and respond with empathy
- Understand how good communication benefits patients and teams

Why choose this programme?

Led by experienced Maguire facilitators, this course provides a supportive, interactive environment where you can practise core communication skills safely and effectively.

Key facts



In-person or online



For all staff with limited or no previous communication training (bands 1–4)



Half day



Foundation



Click here to [book / learn more](#)



This course is mapped to the NHS England ACCEND Framework



“ I will go into conversations with more confidence, ask patients what they believe can help, and ask if I can make suggestions, I will have confidence to say I may not be the best person for this, but I can refer on.



Intermediate level courses.



Enhanced Communication Skills Training (Intermediate)

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This one-day workshop is designed to help healthcare professionals build confidence in managing difficult or emotive conversations. You'll explore communication strategies, practise key skills and reflect on how to support patients and families with empathy and confidence.

Learning outcomes

- Recognise the emotional impact of illness and how it shapes communication
- Structure person-centred conversations using proven frameworks
- Strengthen confidence and resilience in challenging interactions

Why choose this programme?

Led by experienced Maguire facilitators, this course provides a safe, supportive environment to develop and practise effective communication techniques.

Key facts



In-person or online workshop



Healthcare professionals
(typically bands 4–5)



1 day



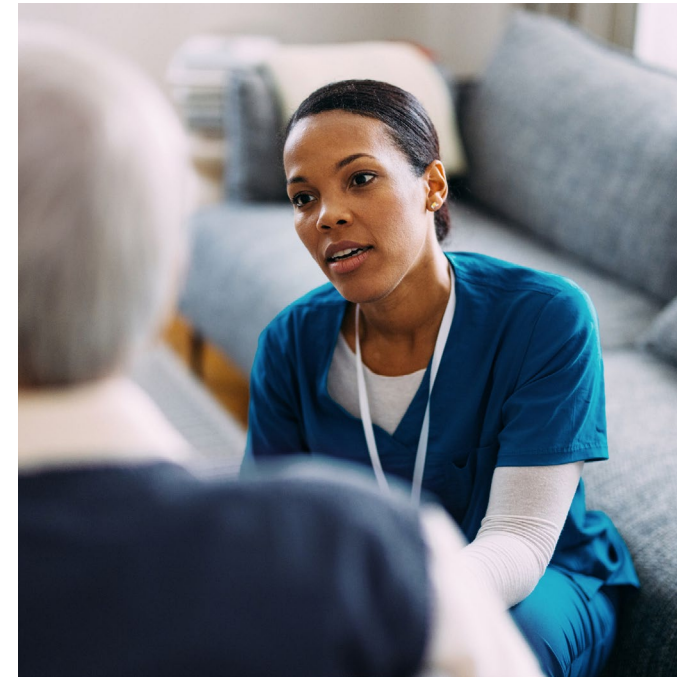
Intermediate



Enquire about [future dates](#)



This course is mapped to the
NHS England ACCEND Framework



Understanding the patient's emotions and acknowledging it appropriately is key to open the conversation.



Communicating with Colleagues

What to expect

This one-day workshop is designed to help leaders and managers communicate clearly, manage conflict and build stronger working relationships. Learn practical strategies for giving feedback, listening effectively and supporting positive, open communication within teams.

Learning outcomes

- Identify causes of workplace conflict and prevent escalation
- Communicate with empathy, confidence and clarity
- Apply a structured approach to challenging conversations

Why choose this programme?

A unique course focused purely on colleague communication. Led by experienced facilitators, it helps you manage sensitive issues effectively and strengthen team cohesion.

Key facts



In-person or online (live) workshop



Health and social care professionals (band 5 and above) with leadership or management responsibility



1 day



Intermediate



Click here to [book / learn more](#)



This course is mapped to the NHS England ACCEND Framework



“The course helped me keep my language neutral, recognise cues, acknowledge concerns, and work collaboratively to find solutions.”



Breaking Bad News and Challenging Conversations

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This one-day workshop explores how to deliver significant or distressing information with confidence and empathy. Learn how to structure these conversations using the SPIKES+ framework and manage emotional responses effectively.

Learning outcomes

- Structure challenging conversations using the SPIKES+ model
- Deliver sensitive information clearly and compassionately
- Build confidence and emotional awareness in difficult situations

Why choose this programme?

Facilitated by experienced trainers, this course helps healthcare professionals communicate difficult messages with empathy: improving both staff confidence and patient experience.

Key facts



In-person or online workshop



Health and social care professionals
(Band 5 and above)



1 day



Intermediate



Click here to [book / learn more](#)



This course is mapped to the
NHS England ACCEND Framework



“ I now have more structure for the challenging conversations I have and greater confidence that what I’m doing is right. I’m using the facilitative skills more effectively.”



Loss, Grief and Bereavement Communication

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This one-day workshop explores how to communicate confidently and compassionately with people who are grieving. Learn to apply grief theory to practice, respond to emotional cues and build confidence and resilience in bereavement care.

Learning outcomes

- Understand grief theory and its practical application
- Communicate sensitively and effectively with bereaved people
- Develop confidence in managing emotional conversations

Why choose this programme?

Delivered by bereavement and communication experts, this unique course uses delegate-led scenarios to help you build practical communication skills and emotional awareness in a supportive environment.

Key facts



In-person or online (live) workshop



All staff who work with bereaved people.
Not suitable for those recently bereaved (within 12 months)



1 day



Intermediate



Click here to [book / learn more](#)



This course is mapped to the NHS England ACCEND Framework



“ I will certainly try to consider the stages of grief when communicating with family members in the future. The ENGAGE process was interesting I will try, where possible, to use this in the right circumstances.”



Advanced level courses.



Advanced Communication Skills Training

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This two-day blended learning course is designed for senior healthcare professionals who want to develop their communication in complex or emotionally demanding situations. Combining pre-course online learning with interactive workshops and role plays with actors, it offers a supportive space to practise and refine advanced communication techniques.

Learning outcomes

- Use evidence-based frameworks to guide complex conversations
- Communicate effectively during emotionally charged or sensitive discussions
- Build confidence, resilience and self-awareness in high-pressure contexts

Why choose this programme?

Facilitated by experienced Maguire trainers, this interactive course blends evidence and practice to help senior clinicians communicate with confidence, compassion and clarity.

Key facts



Blended learning: pre-course online learning and two-day in-person workshop



Senior health and social care staff
(Band 6 and above)



2 days (including pre-course learning)



Advanced



Click here to [book / learn more](#)



This course is mapped to the
NHS England ACCEND Framework



“It was a very good well rounded course. The role playing exercises were so successful in letting us see the other person’s perspective and learning about our biases. I will recommend this course to others.”



Mediation Skills for Managers

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This one-day workshop is designed to help managers and team leaders develop confidence in resolving workplace conflict. Learn the principles of mediation and practise techniques that promote collaboration, understanding and team harmony.

Learning outcomes

- Facilitate discussions between colleagues in conflict
- Apply the principles of workplace mediation
- Promote communication and mutual respect in your team

Why choose this programme?

Created by experienced workplace mediators, this course supports managers to build healthier teams, reduce conflict and create a more positive workplace culture.

Key facts



In-person or online workshop
(with pre-course reading)



Team leaders and managers
(Band 6 and above)



1-day workshop plus pre-course reading



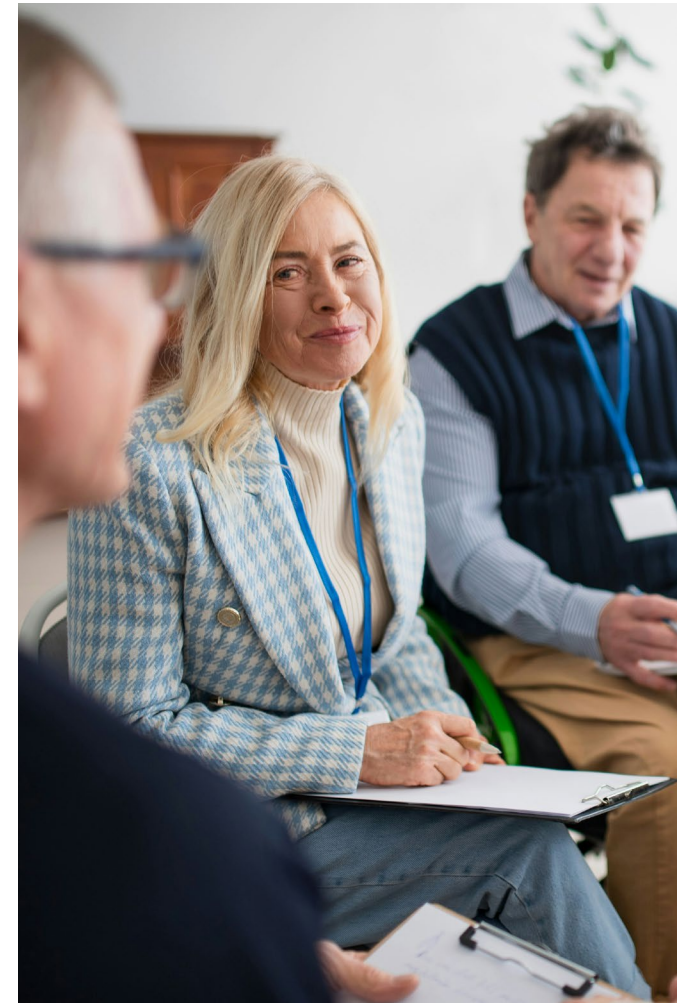
Advanced



Enquire about [future dates](#)



**This course is mapped to the
NHS England ACCEND Framework**



Clinical Supervision Training for New Supervisors

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This one-day workshop for new clinical supervisors includes pre-course learning and face-to-face training. The session explores the theory and practice of clinical supervision, including rapport building, reflective practice, questioning skills and giving constructive feedback.

Learning outcomes

- Understand the purpose and principles of clinical supervision
- Facilitate reflective discussions with confidence
- Use probing, questioning and feedback techniques effectively

Why choose this programme?

To build confidence as a new supervisor and develop the skills needed to support and guide clinical colleagues.

Key facts



In-person workshop with pre-course learning



Qualified nurses and AHPs (minimum one year of experience) who are new to supervision



One day



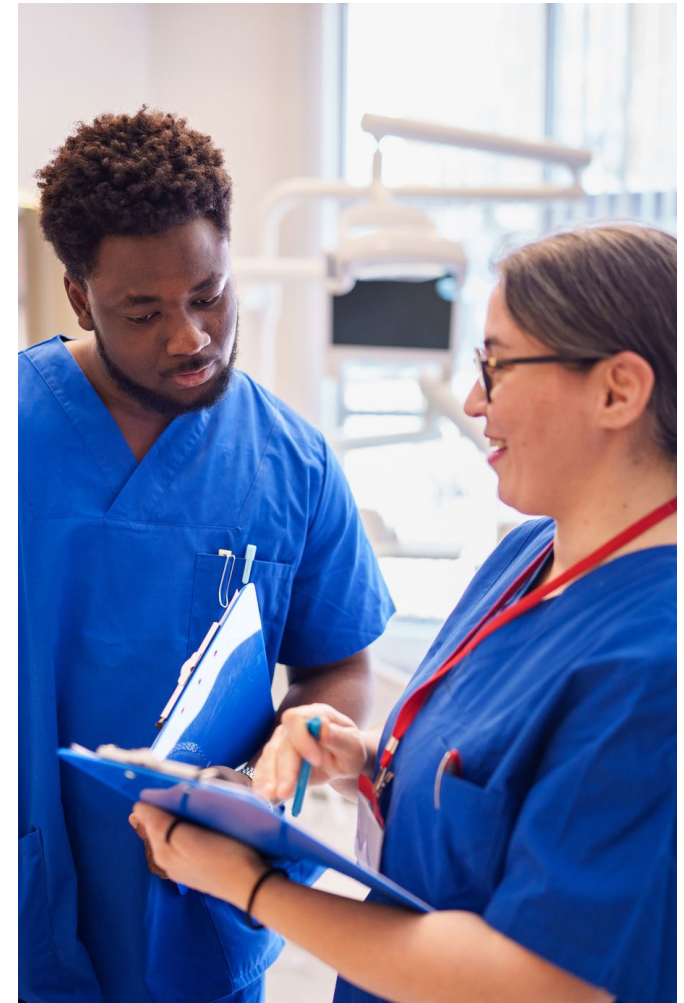
Advanced



Click here to [book / learn more](#)



This course is mapped to the NHS England ACCEND Framework



Virtual Clinical Conversations

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This one-day workshop explores how to conduct safe, effective and compassionate telephone and online consultations. It includes demonstrations, evidence-based frameworks and strategies for managing challenging conversations remotely.

Learning outcomes

- Communicate effectively over the phone or online
- Manage sensitive or complex discussions with confidence
- Apply new skills immediately within your clinical practice

Why choose this programme?

This workshop is designed to help you enhance patient experience, reduce follow-ups and strengthen confidence when delivering care remotely.

Key facts



In-person, instructor-led workshop



Clinical staff (band 6 and above) consulting with patients remotely



Half-day workshop



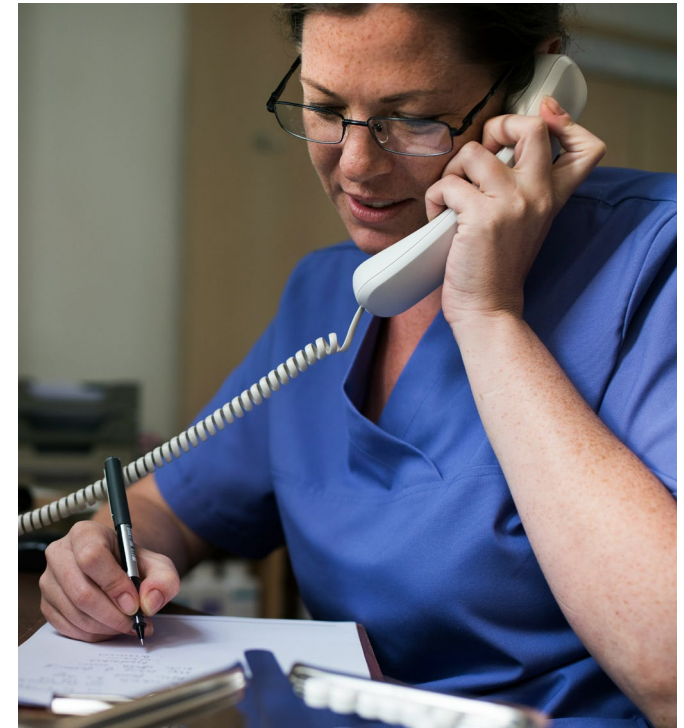
Advanced



Click here to [book / learn more](#)



This course is mapped to the NHS England ACCEND Framework



“Useful to revisit techniques used in consultations and how to best adapt these for different circumstances.”



Train the Trainer

FOUNDATION

INTERMEDIATE

ADVANCED

What to expect

This blended learning course builds the skills and confidence needed to deliver communication skills training effectively. Learn how to design, facilitate and evaluate engaging, evidence-based learning experiences for healthcare professionals.

Learning outcomes

- Facilitate experiential learning confidently
- Create safe and engaging training environments
- Develop advanced-level communication teaching skills

Why choose this programme?

Led by expert Maguire facilitators, this programme supports educators to advance their practice and deliver impactful communication skills training across healthcare settings.

Key facts



Blended learning (online study, virtual sessions and in-person workshops)



Trainers and educators with prior advanced communication training



Approximately 20 hours flexible online learning plus 3-day in-person workshop



Advanced



Click here to [book / learn more](#)



This course is mapped to the NHS England ACCEND Framework



“ This course has not only enabled me to develop my skills but also the ability to help facilitate others developing their skills.





The Christie Institute
for Cancer Education
Manchester

Work With Us

Partner with a centre of excellence

Whether you are seeking off-the-shelf programmes or a fully bespoke solution, the Maguire Communication and Leadership Academy is ready to work with you.

Let's talk about your goals.

Based at The Christie Institute for Cancer Education

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