Name of course: **Successful strategies for leading, networking and change management. Supported by the Young Psychiatrists Committee**

**Educational Objectives:**
The aim of this course is to contribute to the personal development of the participants. It is intended to give a basic introduction into the field of social networking, leadership and change management. For Psychiatrists in Europe, rapid professional, institutional and organizational change is nowadays the rule rather than the exception. In this demanding environment, soft skills and personal competencies are becoming an important qualification, in addition to the basic professional specialist education. Participants are expected to learn from knowledge and experiences of other disciplines in order to manage difficult situations and foster innovation within their professional environment.

**Course description:**
How do social networks add value for the work of psychiatrists? What are key leadership mechanisms? How can change management be integrated into clinical reality?
This session introduces the idea of ‘social capital’, along with social network concepts, tools, and strategies. The evidence comes from recent findings about how organizations explore innovation through change management and how individuals create professional advantage through networking. Examples will be drawn from the neuropsychiatric environment. The themes focus on how social networks create de-facto systems of opportunity and advantage, and extend basic leadership in contested, ambiguous professional settings.

**Course methods and material:**
Oral presentation and presentation of cases. The teaching style will be interactive rather than one-way. Participants are welcome to discuss individual situations experienced in their organization or practice.
Power point projection, video and handouts.
Recommended readings for the session:

**Target audience**
Young Psychiatrists, Psychiatrists and staff from pharmaceutical companies with interest in personal development, organizational strategy and leadership.

**Course level:** Basic

**Registration:** Please e-mail: reg_epa2009@kenes.com

**About the Director:**
**Professor Marc Ventresca**

Teaches technology, strategy and organisation theory at the University of Oxford.
He holds a BA in political science from Stanford University and is a Fellow of Wolfson College and a University Fellow of the James Martin Institute for Science and Civilization.
His research uses strategy, economic sociology, and cultural institutionalism to understand change, innovation and entrepreneurial activity in knowledge-intensive industries.
He is the author of scholarly articles, chapters, and books and serves on the editorial boards for *Organisation, Organization Studies*, and the *European*
Management Review.
Prof Ventresca contributes to scholarly and professional activities in the American Sociological Association, the European Academy of Management and the European Group for Organisation Studies.
At Oxford, he convenes the Strategies, Institutions, and Practices Seminars (SIPS), and regularly organizes research Workshops and short courses on social network strategies.
He has also contributed a CME workshop on the Strategy of Networking to the AEP/EPA in Nice 2008.

About the Course
Teacher:

Kai Treichel, MD MBA

Dr Treichel is a specialist in Psychiatry and Psychotherapy, currently focusing on the integration of psychology into business environments, especially on strategic human resource management and organizational design.

He studied medicine in Berlin and Barcelona and received his doctorate degree from the University of Bonn. He also holds a postgraduate degree in Healthcare Economics from the European Business School and a Master of Business Administration (MBA) from the University of Oxford.

He has served in various positions in England and Germany, including quality manager of a hospital, consultant psychiatrist and deputy clinical director of a Department.

In 2004 he was awarded an International Fellowship by the Department of Health in England and has since worked as a consultant psychiatrist in London and Berlin.

Recent assignments have included projects to explore opportunities of legislative change in England and Germany, the psychology of post-merger integration in hospitals and the application of internet protocol television (IPTV) to the healthcare sector.

2005 – 2008 he has served as the co-chair of the EPA Young Psychiatrists Committee and he is also a member of the EPA Committee on Education.