STAKEHOLDER ENGAGEMENT AND BUILDING ALLIANCES

The NHS Innovation Accelerator (NIA) supports fellows to spread their innovations in the NHS. To realise the benefits of innovation for patients and the NHS, fellows cannot work alone: networks and allies play an integral role in scaling innovations. These insights from NIA fellows describe how innovators can find, engage and sustain relationships with allies, from articulating a shared vision, to working with adopters to help them apply an idea to their context.

FINDING ALLIES

Seek acess to great PR, comms and marketing expertise to help build the public profile of your work Be tight and Harness the power of focused on understanding patient stories to highlight patient need - and loose the need for your innovation on the solution required to decision makers to meet them **RAISING AWARENESS OF THE NEED** Harness and talk Work with and through about the NIA brand early adopters to understand and selection process patient and system needs and for legitimacy how best to communicate them in a way that resonates with Work with advocates who potential adopters already have serious credibility and networks to tell the story of your work



BUILD AND GROW ALLIES

Publicly celebrate the success of early adopters

Work with adopters of your innovation to understand the value in their terms to help you develop your pitch to future adopters



Adapt and enhance the innovation - and your plan for scale - in response to early adopters' experiences of implementation

Develop strong, trusting, mutually beneficial relationships to encourage early adopters to become advocates for your innovation

> Co-produce practical tools that support future adopters with implementation, such as business cases and training materials

Use their experience to build an evidence base that is compelling for future adopters (not just sufficient)

