

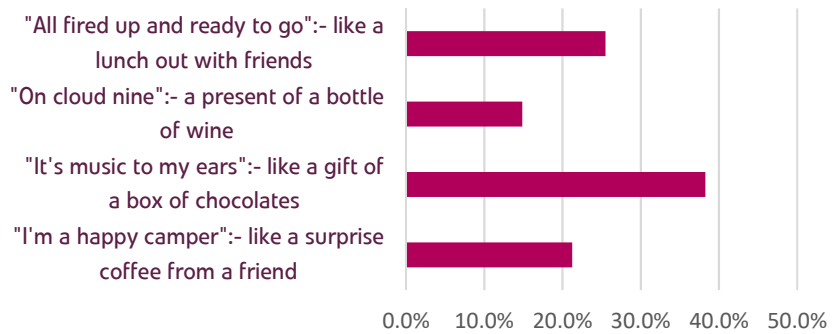
We asked ...

“When you receive a positive story about your team how does it make you feel ?”

What staff responded...



65% of respondents chose one of these options:-



35% of respondents suggested something else

“Makes me feel proud of the care my team deliver”

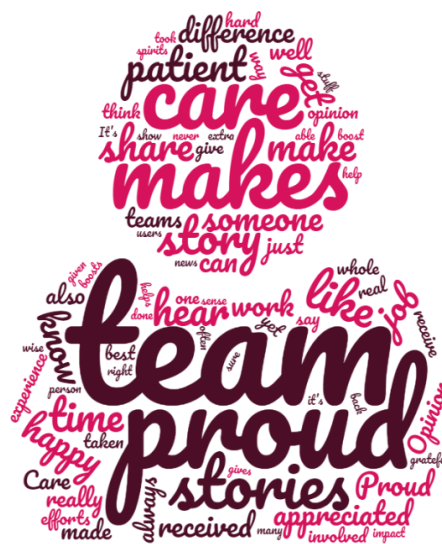
“Delighted and proud to be a nurse”

“Feels like the sun coming out”

“Whoop, whoop – like the team just scored a goal”

“Makes you feel like the extra effort, the slog, the grind, missing your family, going the extra mile is all worth it!”

- Without blinding you with all of the maths we had a go at converting the value a story brings into £'s.
- We calculated that each story contributes a benefit equivalent of **£7.68** per member of staff per read.
- Based on the number of stories shared and the income CO generated, the cost per story in 2017/2108 was £51.
- Therefore the more a story is shared and read the greater the benefit realised .



Word cloud of comments shared in relation to this question