



15TH CHI MASTERCLASS: THE 5CS OF COMMUNITY LEADERSHIP

Patrick Tay, Assistant Secretary-General of National Trades Union Congress (NTUC) and Member of Parliament of Pioneer SMC, shared practical tips on engaging with the community.

The 15th CHI Masterclass with Patrick Tay, Assistant Secretary-General of National Trades Union Congress (NTUC) and Member of Parliament of Pioneer SMC, saw a gathering of acute healthcare and community health professionals from across the healthcare ecosystem, eager to acquire nuggets of knowledge.

Titled "The 5Cs of Community Leadership", Patrick gave practical tips on how to better engage and connect with the community, important perspectives as we move towards a Healthier SG.

His candid and anecdotal sharing highlights the aspects of the 5Cs in the context of community leadership:

1) Care – He encourages the workforce to be fluid and practical when approaching work in the community, as every community would have a different demographic and profile, thus requiring different care priorities.

2) Connect – An important factor in ensuring integration and understanding of the community needs, find ways to connect with them. He quotes Mr Lim Swee Say, former secretary-general of NTUC, "People don't care how much you know, until they know how much you care."



3) Create – Create an environment that will be conducive to connect with stakeholders.

4) Cultivate – Cultivate partnerships who will provide support in achieving goals.

5) Collaborate – Collaboration within the community and ecosystem is an important skill when navigating multiple stakeholders.



The Q&A session, moderated by Koh Huey Bing, Director of Organisational Development at CHI, added to the richness of the conversation.

One of the participants, highlighted that care holds different meanings for different people, and asked Patrick's opinion on how care has changed for him in the last 10 years, and his vision of care in the next decade.

Patrick replied that in the last 30 years, majority of the care initiatives focused on financial help and donations of food/items.

With new factors such as an aging population, longer life expectancy, low birth rate, and mental awareness, the care programmes have evolved to cater to these new needs. Care has moved beyond just material, to mental and emotional needs.

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Email: chi@ttsh.com.sg