

VMG Leadership Standards Project

Data Analysis Brief

Proposal deadline: 12 noon, Friday 9th February 2024
Final delivery deadline: Friday 29th March 2024
Budget: Max. £10,000 - £12,000 including VAT (see below)

About VMG

The Veterinary Management Group (VMG) is the professional membership association for all those in leadership and management roles in the veterinary sector. We are a non-profit, purpose-led organisation. We empower and equip veterinary people and practices to learn, share, and grow.

About the project

In 2020, we launched the Veterinary Leadership Standards Framework (LSF), an evidence-based report on the Professional Values, Behaviours & Practices, and Knowledge & Skills required for an effective leader in the veterinary sector. The LSF is accompanied by a self-assessment tool, which veterinary leaders can complete in order to identify their areas of strength, and areas for development. Both parts are available online here: <https://vetmg.com/leadershipstandards/>.

Over the past three years, we have been collecting data from the self-assessment tool, and now have just under 400 responses. We now wish to analyse the data and produce a report on the state of leadership values, behaviours, knowledge and skills in the veterinary sector.

Purpose and audience

The results from this project will enable us to provide CPD and education to fill the identified gaps and therefore upskill our profession, towards our vision of a happy and healthy veterinary world. It will also inform longer-term monitoring of change when this analysis is repeated in future years. The audience is industry leaders, managers, educators and training providers in the veterinary sector.

Required outputs

An 8-10 page research report presenting findings from analysis of the LSF self-assessments.

Initial overview:

- Executive summary
- Descriptive statistics for the Career Stage and Level of Knowledge questions

Main research questions:

- What is the current state of leadership in the veterinary sector?
- Which values, behaviours, knowledge and skills do leaders report being most confident in?
- Which values, behaviours, knowledge and skills do leaders report that they require development in?

Sub-questions can be agreed at the kickoff meeting, but will include:

- Is there a correlation between career stage and areas of confidence/development needs?
- Is there a correlation between self-reported level of knowledge and areas of confidence/development needs? (Group difference analysis such as ANOVA/T-tests are likely to be required here)

The budget of £10,000 will be for the production of a purely written report in MS Word with supporting charts/diagrams; the higher level (£12,000) will be if the proposer can produce a graphic-designed brochure ready for production. Proposals from individuals, groups, or companies are equally welcome.

The Plan

- 12th Feb: Award contract. Send dataset (data have been cleaned, anonymised, and coded)
- Mid-Feb: Kickoff meeting to set expectations, confirm outputs, agree project timeline and answer any questions
- Early-mid Mar: Update meeting to discuss initial findings and answer any questions
- By 28th Mar: Final meeting to present/hand over report

Your Proposal

Please provide no more than two sides of A4 including:

- A brief introduction to you/your team/company
- A statement of your research/quantitative data analysis credentials and experience
- An outline of your proposed methodology for carrying out the data analysis
- (For the higher budget, an overview of your design/visualisation and presentation plans)
- A summary of your costs and final total

Proposals will be assessed against the following criteria:

- Research/quantitative data analysis credentials (15%)
- Research/quantitative data analysis experience (15%)
- Proposed methodology (40%)
- Value for money (25%)
- Written presentation (5%)

VMG Team

Hannah Perrin	Learning & Development Manager, VMG (Project Lead - <i>Informal questions can be sent to Hannah at the address below</i>)
Rich Casey	Senior Vice President, VMG (Carried out the original research that informed the creation of the LSF)
Angela Mantzios	Head of Group Operations and Development, VMG

Further documents: An example dataset is available on the briefing page: www.vetmg.com/LSF-project

Please submit your proposal to hannah.perrin@vetmg.com by 12 noon on Friday 9th February 2024.