



D I G N I F I®
- Behaviour Change Solutions -

Compassionate Leadership Webinar
Joanna McCloughry
Jan 2026



The Dignifi Model

10+ years in the making

Culmination of personal and professional experiences:

Professionally: YOS, Probation, CJS within VCS, contract management and Interchange manager within the CRC

Personal background: childhood trauma, ACEs

Using Lived Experience to support systemic change.

Our work

1. *Direct work with people to inform system change and provide strategies for recovery. Working with people on GM Probation and in two prisons.*
2. *Training workforces – we have trained over 10,000 professionals nationally from multiple sectors.*
3. *Consultancy and System Change work – supporting organisations to innovate practice and develop policies and procedures to align with TIP*

Links between Trauma and Workforce Challenges

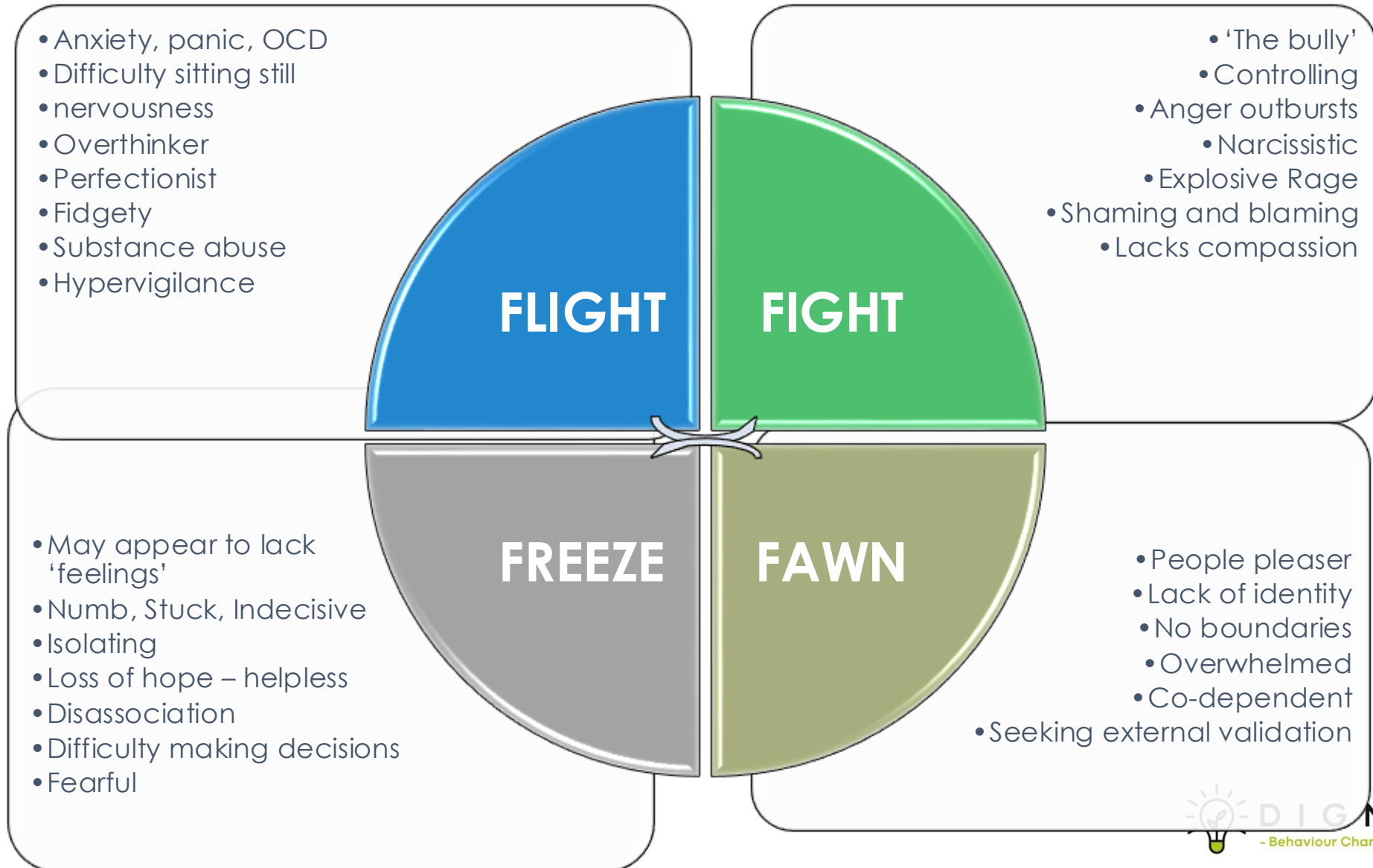
<p>RELATIONAL ATTACHMENT & INTERPERSONAL</p>	<p>DEVELOPMENTAL INCLUDING IN-UTERO</p>	<p>ABUSE & MALTREATMENT</p> <p>PHYSICAL, SEXUAL & EMOTIONAL ABUSE. NEGLECT, DOMESTIC VIOLENCE, ETC.</p>
<p>CULTURAL & RACIAL</p>	<p>INTERGENERATIONAL & HISTORICAL</p>	<p>SINGLE - EVENT</p> <p>CAR ACCIDENT, BURGLARY, ETC.</p>
<p>WAR, REFUGEE, & POLITICAL</p>	<p>COMBAT-RELATED & MILITARY</p>	<p>MEDICAL, INJURY, & BIRTH TRAUMA</p>
<p>TRAUMATIC GRIEF, BEREAVEMENT, & LOSS</p>	<p>COMMUNITY TRAUMA INCLUDING NEIGHBOURHOOD & SCHOOL VIOLENCE</p>	<p>PEER, SIBLING, & BULLYING TRAUMA</p>
<p>NATURAL DISASTER</p>	<p>ORGANISATIONAL, SYSTEM, & INSTITUTIONAL TRAUMA</p>	<p>SECONDARY & VICARIOUS TRAUMA</p>

Dr Karen Treisman

Moving Beyond ACEs

Recognising the multiple layers of trauma that people have experienced – including the workforce

Seeing behaviour as trauma adaptations



Factors Affecting Workplace Resilience



Moral distress: Prohibition or dilution of one's ability to provide care in a way that reflects their true values

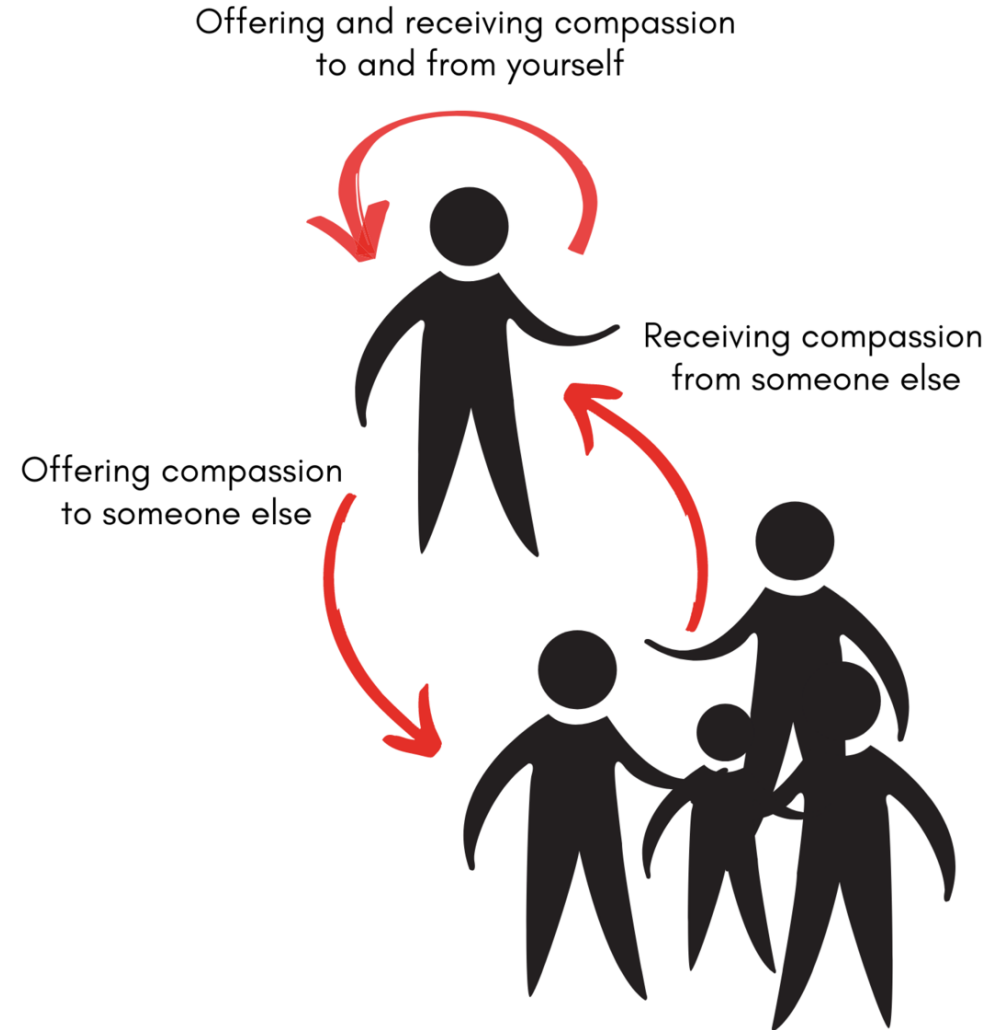
Shame: Fear of judgment causing staff to hide difficulties and struggle in silence.

What is Compassionate Leadership? (and am I doing it right)

Lets start with Compassion

... a central component
to the development of
trauma responsive work

The 3 Flows of Compassion



How self-compassionate are you?

<https://self-compassion.org/>



Self-Compassion
Dr. Kristin Neff



[Self-Compassion Test - Self-Compassion](#)

When the cup is full ...

Attending

- Listening
- Paying close attention
- Attentive

Understanding

- Consideration of all issues
- Open to understand all issues
- Relational

Empathising

- Warmth
- Emotionally available
- Genuine

Action

- Practical support
- Takes action
- Genuine commitment

Can we talk about egos?

**It's not
about you**

It's all about
you



For more information:

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Thank you for your time

Hope to see you again