

Guest editorial

Pelvic, Obstetric and Gynaecological Physiotherapy (POGP): it's not just a new name. As C. S. Lewis (1952, p. 169) wrote:

“It may be hard for an egg to turn into a bird: it would be a jolly sight harder for it to learn to fly while remaining an egg. We are like eggs at present. And you cannot go on indefinitely being just an ordinary, decent egg. We must be hatched or go bad.”

With this in mind, ACPWH has been rebranded and has hatched as POGP. But what does that mean and how does it affect you as a member? A brand is a product, service or concept that is publicly distinguishable from other products, services or concepts so that it can be easily communicated and marketed. A brand name is the label of the distinctive product, service or concept. Branding is the process of creating and disseminating the brand name. We have chosen a new name to more accurately describe what we do. It is intended that this name, along with the new logo, will become recognized by professionals, government bodies and patients as representing *the* place to go for appropriate information relating to all areas of our specialty. Change, however, is never easy.

Management guru Dr John Kotter (1996) has spent 30 years researching leadership, and he

proposes that there are eight steps to take on the journey to successful change (Fig. 1). The first three stages involve creating the climate for change. Our “climate” has evolved as our areas of specialist clinical reach have grown, and we needed to change our name to better reflect our expanding professional expertise. However, we also had to get the vision right and create a platform for change that our stakeholders could share. Max du Bois of the consultancy firm Spencer du Bois and Robert Longley-Cook, both experts in branding and marketing, were hugely helpful in provoking constructive discussion, and guiding our thoughts and decision-making processes through these first steps (see pp. 37–38).

The next three steps for successful change concern engaging and enabling the organization. After securing the agreement of members on a new name, we sought additional ways of engaging with them, and have expanded our social media presence with a monthly blog and a Twitter account (@ThePOGP). Through these wider platforms, we hope to create a dialogue with our stakeholders, and make POGP sensitive to their requirements, or requests for change and development.

Following the choosing of the name and further discussions on our vision, the Executive

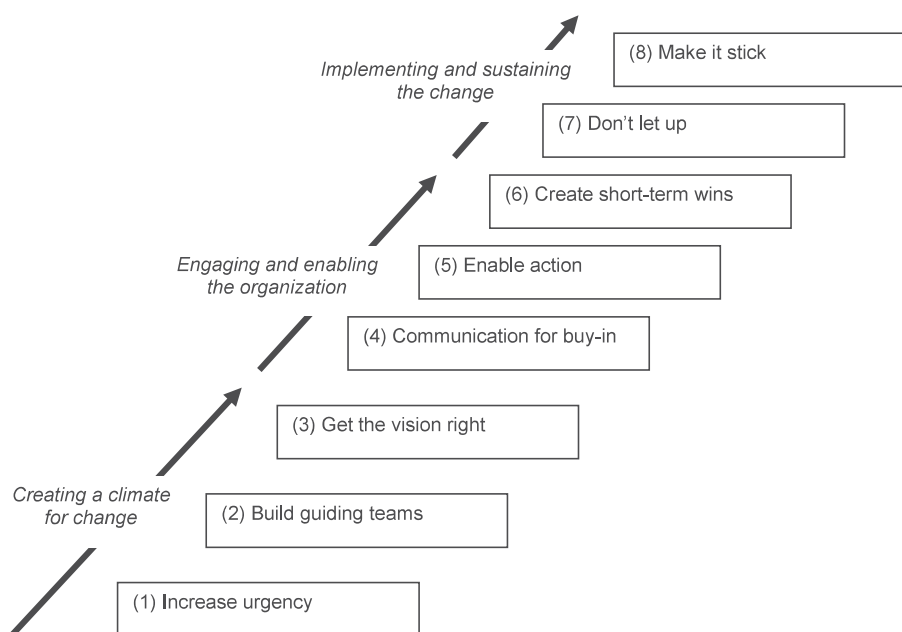


Figure 1. The eight steps to successful change (Kotter 1996).

Committee had two tasks: first, to choose the image to go with the name and vision; and then, secondly, to launch that vision (see pp. 39–40). These short-term aims, although ongoing, have been achieved to a certain extent, with the logo selected, and the launch of our image and vision underway. Our vision is to serve our members by being a vibrant and proactive organization that is recognized nationally as the voice of physiotherapists working in our specialist area. This is underpinned by our strapline, “excellence matters”, which encourages everyone to aspire to be the best that they can be. Our aim is to help all our members to achieve this.

The final two steps for successful change relate to sustaining the change and growing into our vision. To facilitate this, POGP is being promoted at several conferences, while new short courses and online resources are being developed. To a certain extent, our Annual Conference on 19–20 September 2014 will be the culmination of the rebranding process, but it will be by no means the end. As indicated in steps 7 and 8, we will not let up and we will make it stick.

Over the past year, the support that the Executive Committee has given me has been incredible, and I thank them for that. I know

that I can depend on their ongoing assistance so that we will still be continuing to grow at this time next year, and *you*, as members, will feel part of, and be active in, a successfully rebranded organization.

As Marilyn Ferguson (1980, p. 280) put it:

“It’s not so much that we’re afraid of change or so in love with the old ways, but it’s the place in between we fear. . . It’s like being in between trapezes. . . Its Linus when his blanket is in the dryer. There’s nothing to hold on to.”

At the moment, I believe that we have achieved a great deal, but there is still much more to do.

Doreen McClurg
Chairman

References

- Ferguson M. (1980) *The Aquarian Conspiracy: Personal and Social Transformation in the 1980s*. Jeremy Tarcher, New York, NY.
- Kotter J. P. (1996) *Leading Change*. Harvard Business School Press, Boston, MA.
- Lewis C. S. (1952) *Mere Christianity*. Geoffrey Bles, London.

Cover image: The logo of Pelvic, Obstetric and Gynaecological Physiotherapy.

Copy deadlines

Copy for the Spring and Autumn 2015 editions of the *Journal* (Nos 116 and 117) must be submitted to the editors by **7 September 2014** and **7 March 2015**, respectively. Please note that academic and clinical articles must be received well before the deadline since time must be allowed so that these can be peer-reviewed. Manuscripts should be presented **double-spaced** with a wide margin, and adhere to the author’s guidelines found on pp. 57–59 and on the ACPWH website (<http://pogp.csp.org.uk/documents/acpwh-journal-writing-guidelines>). Articles for consideration should be sent to Ms Wendy Rarity, Physiotherapy Department, Cowal Community Hospital, Sandbank Road, Dunoon, Argyll PA23 7RL, UK.