

SHARING YOUR IDEAS

WHY WE NEED TO SHARE IDEAS

- Clinical scholarship involves more than just creating ideas and knowledge. Boyer described four different aspects of scholarship: Discovering new ideas, Integrating ideas, Applying ideas in practice and Inspiring others.¹ If you have gone to all the effort of finding out something new – share it with other people. An idea in your hands alone can have an impact. But shared with others, the effect can be much greater.
- As we describe in our Dangerous Ideas worksheet, we need ideas that challenge the status quo and help us evolve and develop our ways of working. But an idea isn't dangerous if it just stays in your head. It needs to be shared with others e.g. through a public story.

WAYS OF SHARING YOUR IDEAS

So how can you share your ideas? There are multiple ways to consider. You might want to start by looking at this wikihow page: <https://www.wikihow.com/Share-Your-Ideas>. Other suggestions include:

- The Dangerous Ideas worksheet on this site describes how to convert your idea into a public story which you can share with others.
- The Scholarship of Teaching: there is perhaps no better way to test out what you've learnt by looking to teach it to someone else. Perhaps consider running a peer learning session for your colleagues at the Practice or locally. Get in touch with your local Vocational Training Scheme and offer to run a session. Or contact your local University department to ask about GP tutor roles and other teaching opportunities with undergraduates. Ambassadors at your local University department will be able to help you get in touch with the right people (<https://www.wisegp.co.uk/learning-for-wise-gp>)
- Social Media: a growing number of sites offer opportunities to both develop your writing skills and share your ideas. You might want to write a blog for BJGP Life – part of the British Journal of General Practice (<https://bjgplife.com/contributing/>) Or the Society for Academic Primary Care blog (<https://sapc.ac.uk/blog>). Or you might want to contribute a blog for the WISE GP site (<https://www.wisegp.co.uk/blog>). Once your blog is published, you can share the link widely through the range of social media resources so your message gets to the audience you want to hear it!

¹ <https://sapc.ac.uk/content/understanding-scholarship>

- The Royal College of General Practitioners Bright Ideas² initiative invites GPs to share stories of doing things differently. The 2019 Bright Ideas Awards celebrated the best of the range of ideas put forward.
- You might also want to contact your local academic department through the SAPC Ambassadors list to explore more options.

² <https://www.rcgp.org.uk/clinical-and-research/resources/bright-ideas.aspx>