

LEADERSHIP

THE CASE FOR CHANGE

'What are the strategic drivers for establishing your distinctiveness?'

Increased profile in sector

Student and staff recruitment and satisfaction

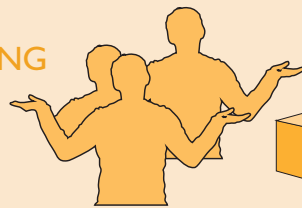
Raising standards

Diversifying income streams

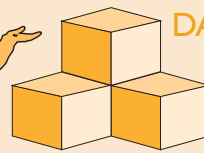
ESTABLISHING YOUR DISTINCTIVENESS

EVIDENCE

LISTENING



DATA



REALITY CHECK

Competitor

Your organisation

Competitor

Real? Rare? Relevant?

IMPLEMENTATION

GUIDING YOUR INTERNAL DECISIONS

- Student experience
- Research
- HR
- Leadership behaviours
- IT
- Estates
- Finance

What do we stop doing, start doing, or do differently?

COMMUNICATING YOUR DISTINCTIVENESS

- Tone of voice
- Visual identity
- Marketing campaigns
- Internal communications

EVALUATION

FEEDBACK LOOP

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