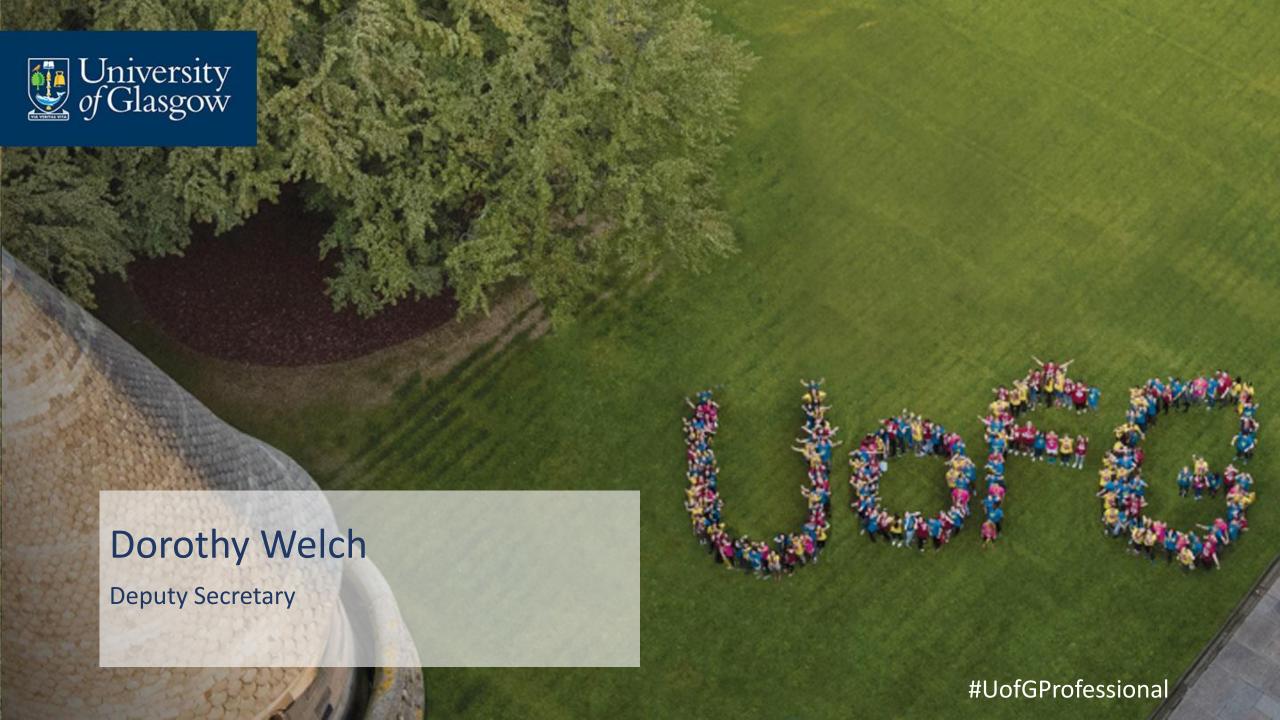




# Collaborating to deliver excellence in Professional Services









# Got a question for Neal?

Please go to www.slido.com

Use Event Code #4993









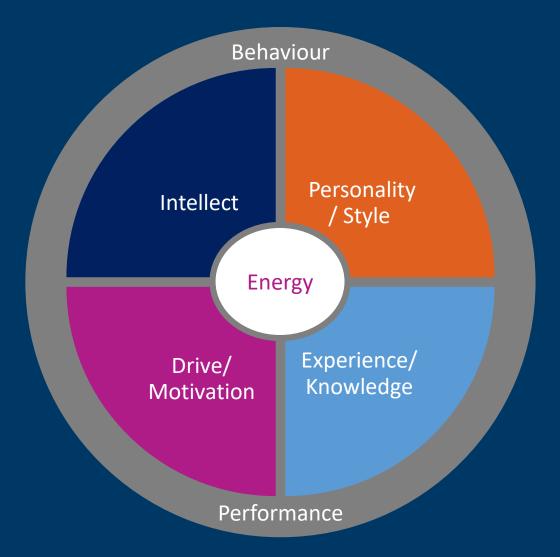
## **Our Values**





#### **Behavioural Competencies...**

... are key behaviours that underpin effective performance





### **Behavioural Framework Development...**



25 interviewers trained



152 interviews with over 300 hours of detailed conversations conducted



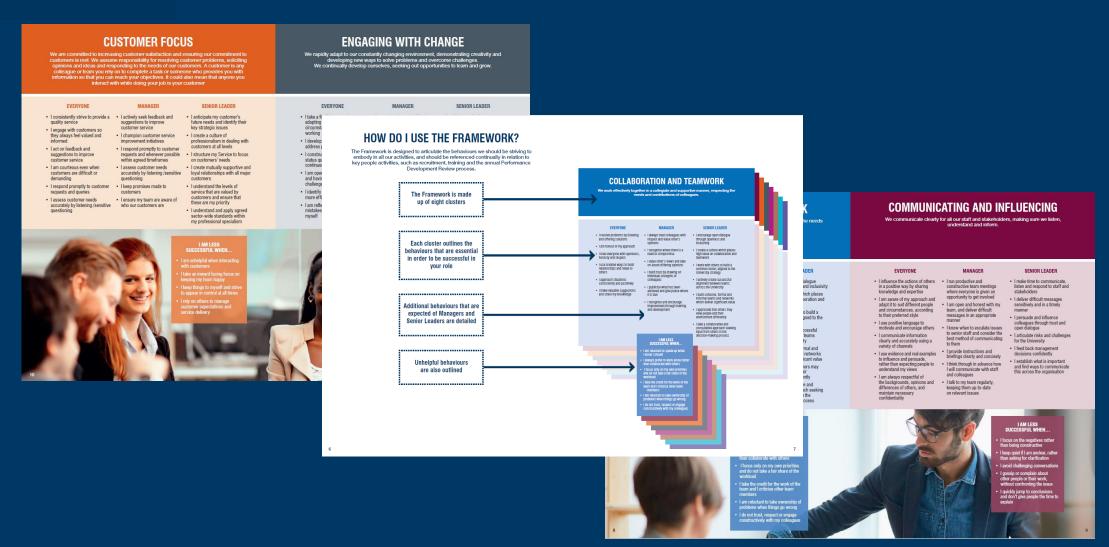
3000 Post It notes used



36 hours of analysis



# University of Glasgow Our Behavioural Competencies



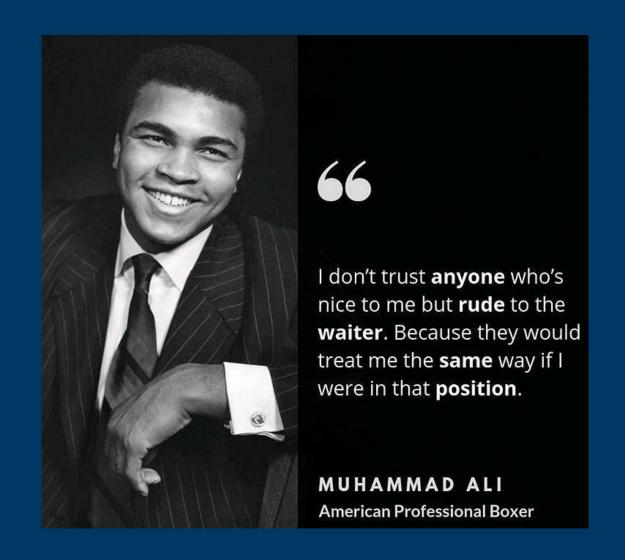


#### **Behaviours**



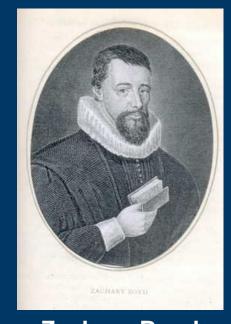


# University of Glasgow Applications and Benefits





## Glasgow Professionals Through the Ages....

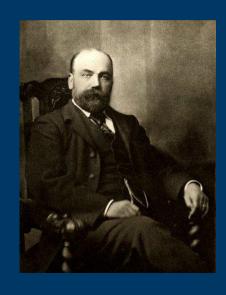


Zachary Boyd 1585 - 1653



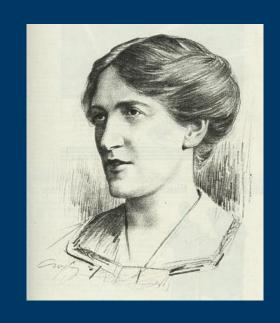
Janet Anne Galloway

1841 - 1909



William Innes
Addison

1857 - 1912



Frances Helen Melville

1873 - 1962

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## Famous Glasgow Professionals



**Alastair Sim** 

Director, Universities Scotland

Previously worked in Planning Office 2004 to 2006

#### **Lisa Ballantyne**

Author of 'Guilty One', 'Little Liar', 'Redemption Road'

Worked in the International Office for nearly seven years, until 2012





**lain Robertson** 

Senior Commercial Manager at Statkraft

Previously Senior Recruitment Manager 2003 to 2007

#### **Gail Honeyman**

Author of 'Eleanor Oliphant is Completely Fine' won the 2017 Costa First Novel Award

Previously worked in MVLS as a Administrative Officer 2012 to 2015





#### James Lapsley

Production Designer
Winner of countless
awards for
Bodyguard,
Fearless, Murdered
for Being Different,
Kill Command

Worked as a Project
Manager
1999 to 2001



## **Our current Glasgow Professionals**







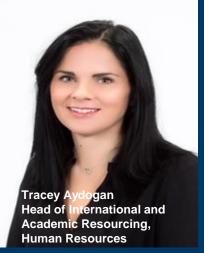












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# Got a question for the Panel?

Please go to www.slido.com

Use Event Code #2686



# Break



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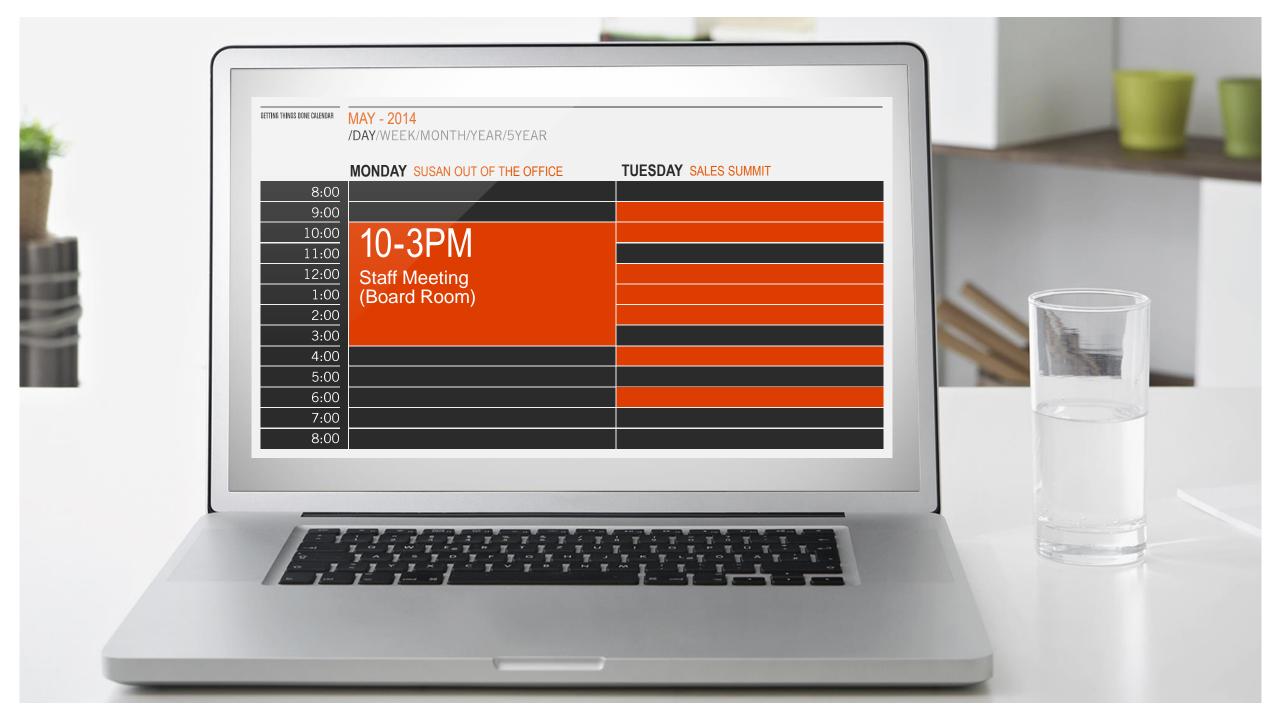
# Lunch



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# YOUR MIND IS FOR HAVING IDEAS, NOT HOLDING THEM.

-David Allen



Gerring Things Done the art of stress. Free Productivity from the New York Times bestselling author David Allen A brand new edition for



# FINAL STEPS



01

02

03

04

05

**CAPTURE** 

COLLECT WHAT HAS YOUR ATTENTION

**CLARIFY** 

PROCESS WHAT IT MEANS

**ORGANIZE** 

PUT IT WHERE IT BELONGS

REFLECT

**REVIEW FREQUENTLY** 

**ENGAGE** 

SIMPLY DO



# CAPTURE COLLECT WHAT HAS YOUR ATTENTION

# CAPTURE COLLECT WHAT HAS YOUR ATTENTION

# **ACTIVITY**

















# BRAINTOSS

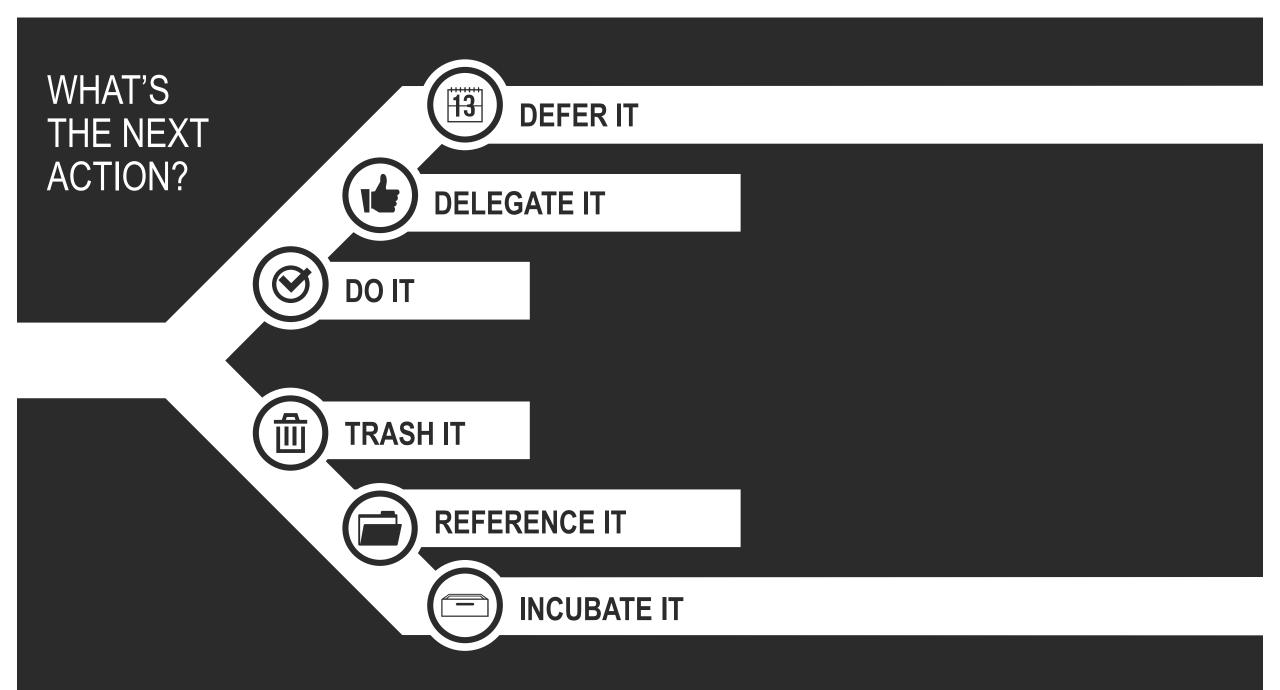
Your thoughts straight into your inbox.





# **CLARIFY**

PROCESS WHAT IT MEANS





# **NEXT ACTION**

The very next physical, visible action that will move the situation forward

# **ACTIVITY**



# 2 MIN RULE





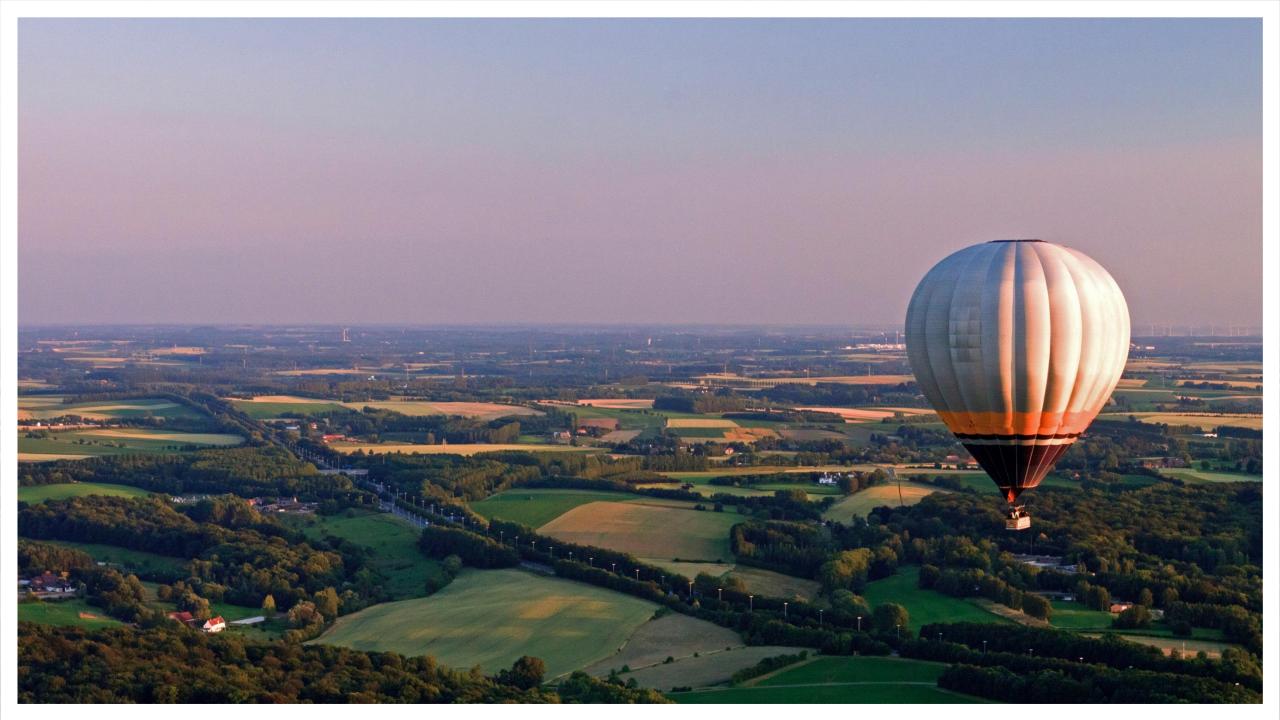
# ORGANIZE PUT IT WHERE IT BELONGS

## **ACTIONABLE**





# REFLECT REVIEW FREQUENTLY





# ENGAGE

SIMPLY DO





01

02

03

04

05

**CAPTURE** 

COLLECT WHAT HAS YOUR ATTENTION

**CLARIFY** 

PROCESS WHAT IT MEANS

**ORGANIZE** 

PUT IT WHERE IT BELONGS

REFLECT

**REVIEW FREQUENTLY** 

**ENGAGE** 

SIMPLY DO

# miles.seecharan@next-action.co.uk







# Break



#UofGProfessional 51





# World-Changing Glasgow - a story well-told

## **Rachel Sandison**

Vice Principal, External Relations





- Our brand proposition
- Our brand in action
- Developing our brand toolkit what resources you need to tell your story







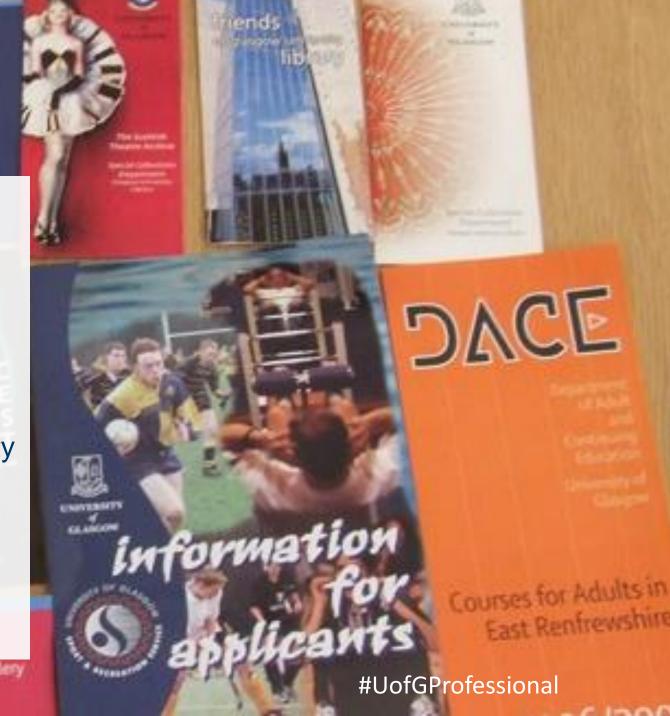
# "O wad some Pow'r the giftie gie us To see oursels as ithers see us!"



education

## **Emerging Themes**

- Coherent and consistent branding is important
- Only by working together to build a shared reputation would anyone succeed
- Branding needs to offer some flexibility BUT a degree of brand control is necessary
- Audience-focussed branding is paramount





## Why Brand is important

- ✓ communicate our vision
- ✓ consistent presentation
- ✓ articulate our story in a structured way
  to target audiences
- ✓ communicate our points of distinction
- ✓ champion our world-changers
- ✓ secure attention with scale and focus
- √ build reputation and profile





#### **Brand model**





OUR BRAND PROPOSITION

**OUR INVITATION** 

**OUR COMMUNITY** 

WORLD CHANGING GLASGOW WORLD CHANGERS WELCOME







ongoing digital transformation



authoritative voices



audience focussed



in

harnessing the power of community and influencers



PEOPLE,
PERSONALISATION
& POWER



key messagespoints of distinction



content marketing



strong brand positioning & integrated planning



smart measurement



# COULD YOU BE A FUTURE WORLD CHANGER?

#### **FUTURE WORLD CHANGERS**

#### Meet our inspirational students

Our Future World Changers have diverse talents and ambitions to make the world better.

We are supporting and celebrating their goals, helping them to achieve their ambitions alongside their studies.

Follow their stories as they work to change lives.



#### Sofiat Olaosebikan

-> Empowering young scientists



Jamie Dalgoutte



Zu Filipuik

→ Seeing disability differently



Building a broch



Rachel Krofcheck

-> Treating immigrants with dignity



Razeen

Ending water scarcity



Laurel Anne Brenton

→ Improving animal welfare



Eli Szydlo

Exploring cultural identity loss



Sarah Mills-Hicks

-> Aid the integration of asylum seekers



We need a revolution





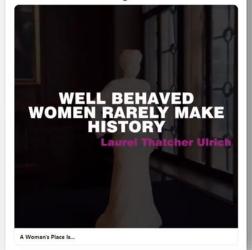
Mehwish is the first woman from her community in #Pakistan to attend University. We sent her on a trip to London to meet with @RUSI\_org to help her fulfill her ambition of making the world a safer place. Read her story here: ow.ly/fQG030jtn2r #UofGWorldChangers



Future World Changer and UofG student Mehwish has an ambition to join the growing number of talented women working to counter terrorism.



Women have been overlooked in #history: PG student Danielle is on a mission to change this. #UofGWorldChangers





#UofGWorldChangers





Join UofG student Chloe as she tackles the stigma around mental health.
#UofGWorldChangers



#### Future Mindfulness Master

Chloe has an ambition is to improve mental health by promoting mindfulness, and reducing the stigma of asking for help.



It's OK to not be OK sometimes. UofG student Chloe searches #Glasgow for space that benefits your #mentalhealth. #UofGWorldChangers ow.ly/9giP30h3gXV



#### Future Mindfulness Master

Finding time out for yourself in important for your mental health.







#### IS THERE SOMETHING HOLDING YOU BACK?

Achieving success takes ambition and hard work. But sometimes, to reach your potential, you have to learn to relax. Newfoundlander Chloe Walsh has an ambition to improve student mental health by promoting mindfulness and reducing the stigma of asking for help.

Follow Chloe's world-changing journey

#### **FUTURE WORLD CHANGERS**

Psychology postgrad Chloe is part of the <u>UofG Future World Changers</u> group: students with ambitions that could improve the lives of many.

**#UofGworldchangers** 







**#UofGProfessional** 



# **Evening times**





Glasgow University student empowers African scientists Student takes her computer coding skills to Africa to 'raise an army of intellectuals'

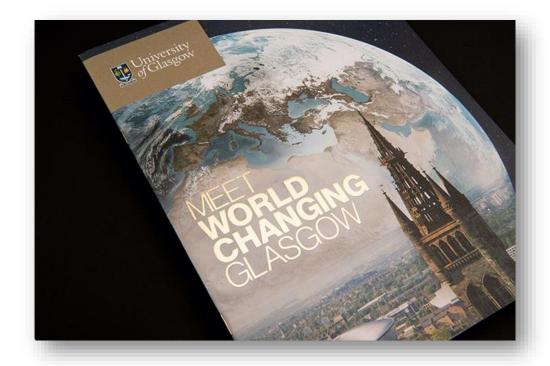






## **Reputation Management**

#### **MEET WORLD CHANGING GLASGOW**







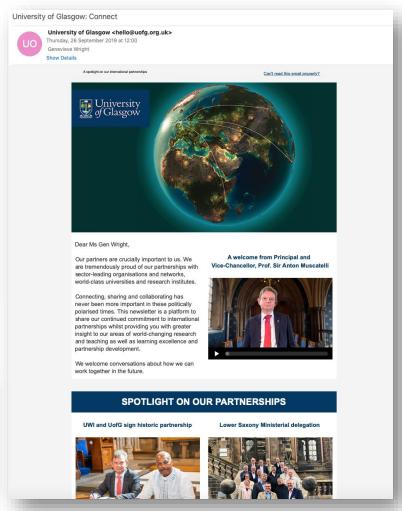
## **Reputation Management**



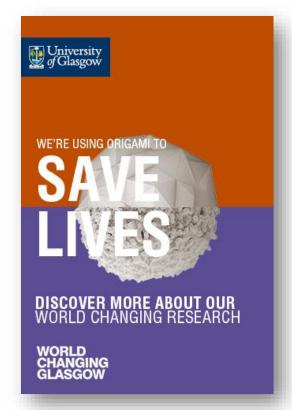
The Chronicle of Higher Education, October 2019



THE, QS and The Chronicle digital ad example, Ongoing



University of Glasgow Connect Newsletter to International Partners, September 2019



THE, QS and The Chronicle digital ad example, Ongoing



## **Sustainable Development Goals**







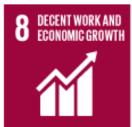


































## SUPPORT ALONG THE WAY

WE'RE COMMITTED TO CONNECTING YOU WITH THE RIGHT RESOURCES, FROM PROFESSIONAL CAREERS ADVICE TO AN EXCELLENT LIBRARY WITH LONG OPENING HOURS. WE SPEND MILLIONS ON OUR EQUIPMENT AND ACADEMIC SUPPORT SERVICES TO CREATE A WORLD-CLASS ENVIRONMENT WHERE YOU CAN FEEL INSPIRED.

#### Library

Open daily from 7.15am to 2.00am with 12 wifienabled floors, the University Library has one of the largest collections in Europe. Additional facilities include flexible study space; family study lounge; reflection, prayer and wellbeing space; music room, and a cafe. For more information, see glasgow.ac.uk/library.

#### Maximise your academic abilities

Advisers in the Learning Enhancement and Academic Development Service (LEADS) can help you develop your academic skills by offering classes and one-to-one consultations on essay writing, exam preparation, and Maths and Statistics support. For more details, see glasgow.ac.uk/leads.

#### Help when you need it

Our Student Services Enquiry Team is here to help you make the most of your time at Glasgow, from Council Tax queries to advice on support services available to you. We can help with the following:

- assist with the registration and enrolment process
- provide information, guidance and resolution on financial enquiries and provide information on financial aid options
- provide assistance and production of academic documents (certifying letters, HEAR and references) and Campus Cards
- assist with enquiries on all elements of the student record (MyCampus)
- support with appointment diagnosis and appointment bookings with services
- guidance and information on how to access and use all Student Services resources and how to understand University procedures
- support and information to assist with welfare and pastoral issues

For a full list of all our student services, see glasgow.ac.uk/students.

The Students' Representative Council (SRC) provides high-quality, impartial advice on a range of welfare and academic issues, in addition to a Welcome Point, second-hand bookshop, and printing and binding services. For more details, see glasgowstudent.net.

#### Build your career

Our Careers Service can help you to find work experience and advise you on getting your dream job. Support includes:

- one-to-one guidance from professionally trained managers
- access to thousands of potential employers for work experience, internships and jobs
- training and coaching in job-hunting techniques including CV building
- opportunities to meet global recruiters on campus and take part in an internship through the Internship Hub, which facilitates 400 exclusive opportunities each academic year, for students at all levels of study

For more information on the Careers Service, see glasgow.ac.uk/careers.

#### Ask a Student

Contact our Ask a Student service to be put in touch with current students who provide impartial information on student life at Glasgow. Send in your questions at glasgow.ac.uk/ askastudent.





# **MARKETING 20:20**

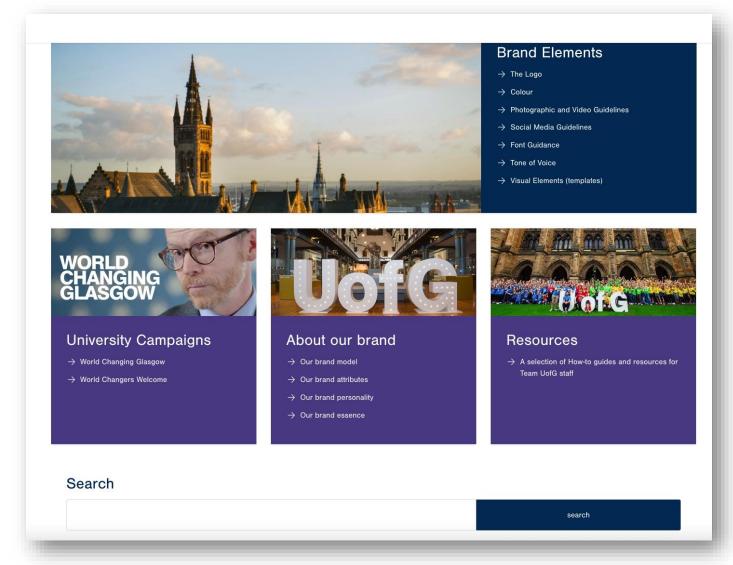








## www.gla.ac.uk/brand





# Please go to <a href="www.slido.com">www.slido.com</a> Use Event Code #W259











#### Director, Commercial Services

## John Lewis







**#UofGProfessional** 



#### Commercial Services in 2017/18



Accommodation £17.5m —> £5.7m



Print Unit £342k -> £88k



Conferences & Events £709k —> £51k



Retail **£1.1m** —> **£217**k



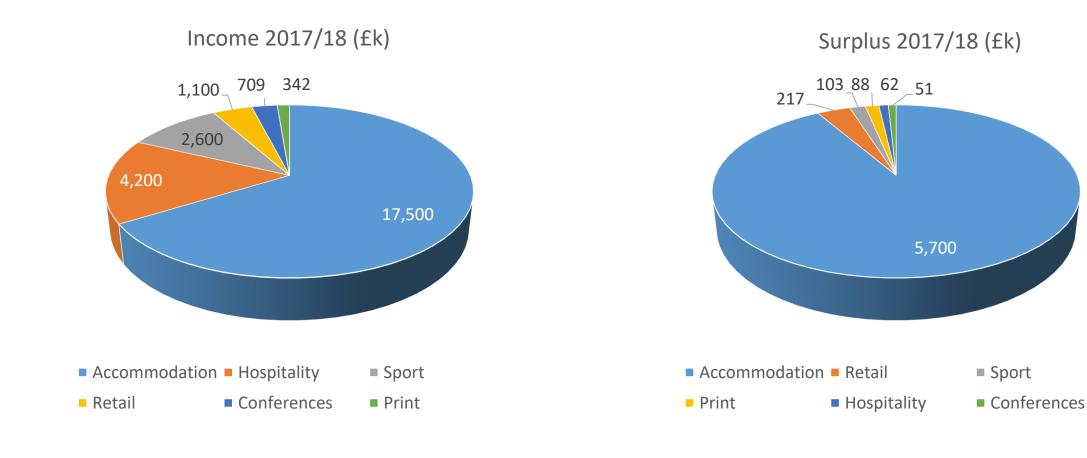
Hospitality Services £4.2m —> £62k



Sport **£2.0m** —> **£103**k



#### Show me the money...

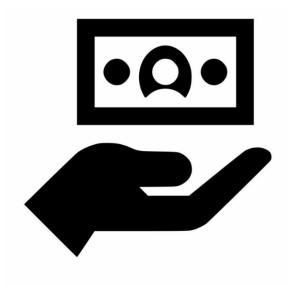




#### Commercial Services – golden threads



**Service experience** 

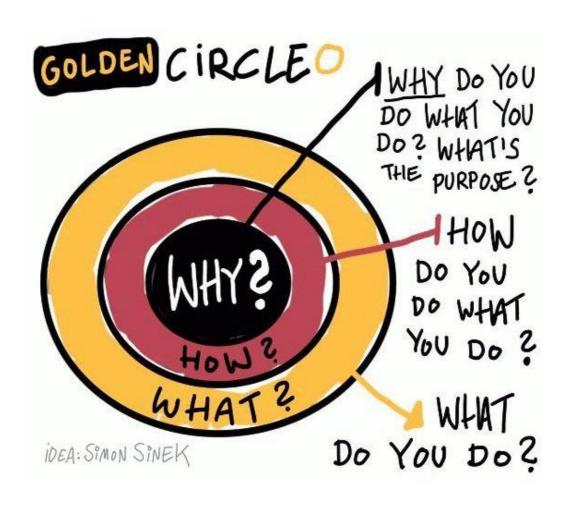


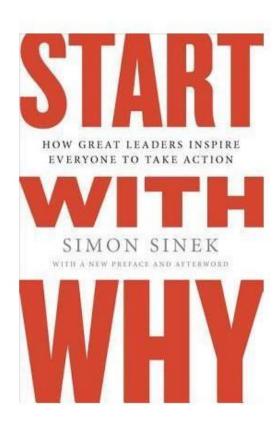
Value for (money) quality



#### Leadership and purpose – start with 'why'









#### Commercial Services – The Why...

#### Commercial Services:

Delivering **diverse**, **thoughtful** and **engaging** services to enable a **World Class** experience & to deliver **value** for the University.



#### Commercial Services – what's new?



Two became one

The creation of Catering & Events



**Co-ordinated future focus** 

Creation of a Business Development role



**Uncovering opportunities** 

Taking on the University Nursery



#### Leadership – Day to day



Monthly and quarterly time together

2



**Development of the Voice group and conversation** 

3



Sharing of knowledge, especially financial



#### Making changes – learning through trial and error



Graduation





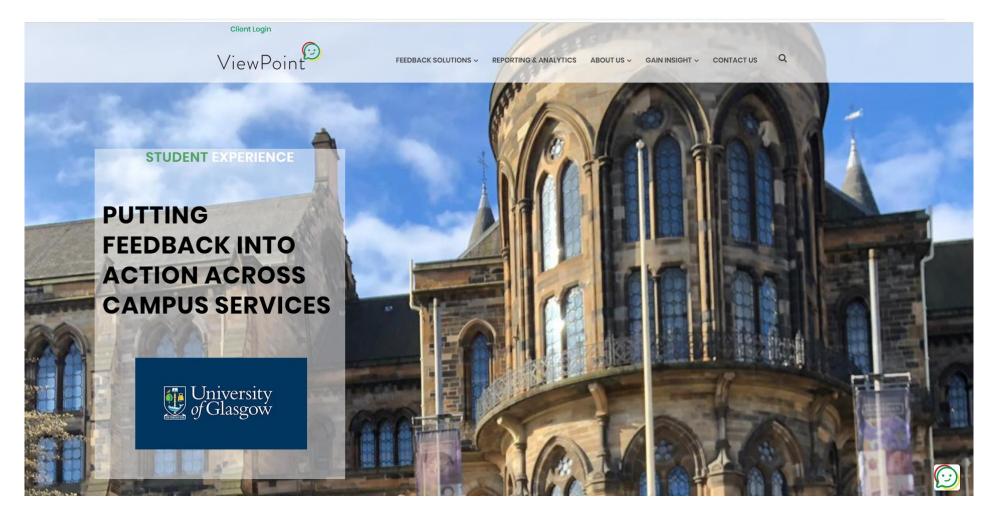


### Jniversity Glasgow 3 + 1 case studies

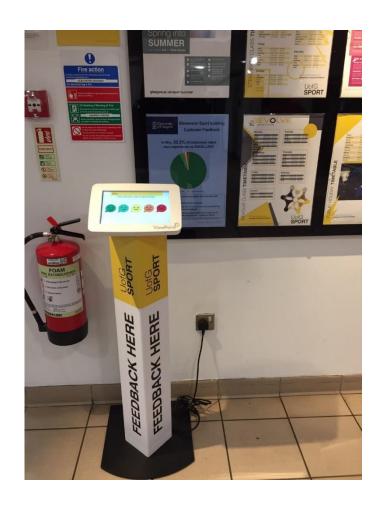
- 1 Customer feedback
- 2 Student Residential Strategy
- 3 Retail evolution
- 4. Catering on the extended campus



#### 1. Customer feedback



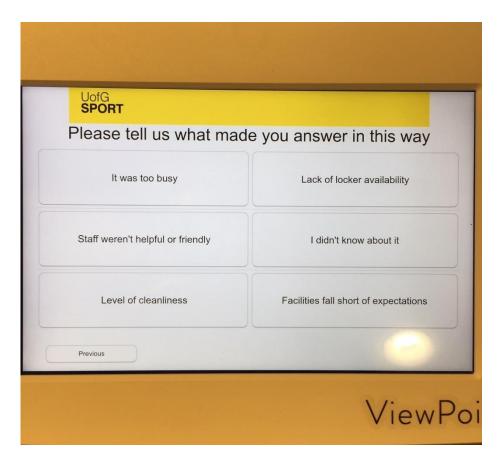






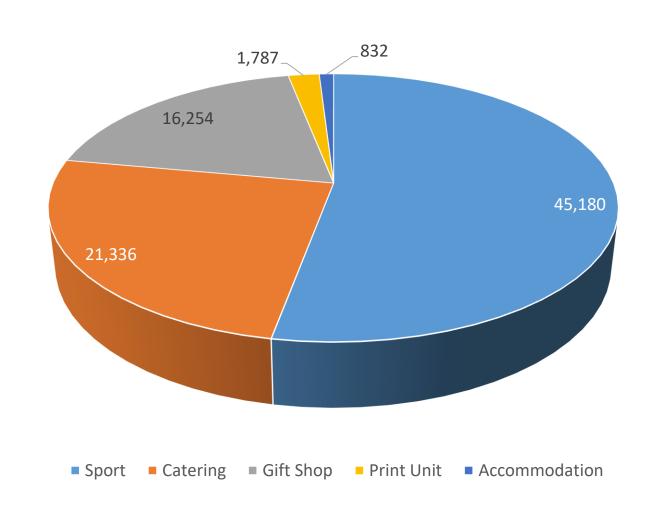






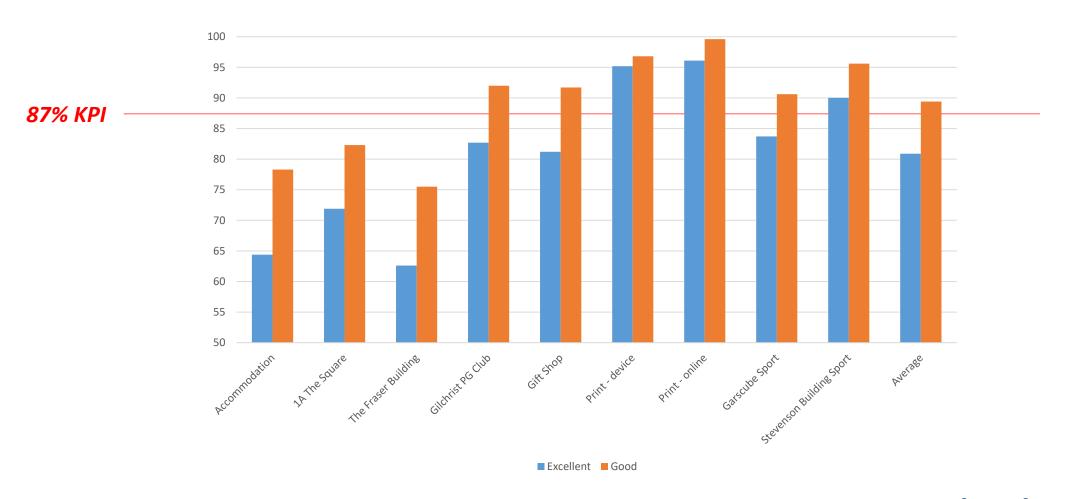


#### "Excellent" responses – Jan-Dec 2019





# Percentage of responses scoring "Very Good" & "Excellent"





#### 2. Student Residential Strategy

Provide a high quality, student-focussed, Glasgow experience



#### Recommendations

Refurbish and improve existing



Developing the estate



Short to medium term additional capacity



Spirit of community and social welfare





#### 3. Retail evolution





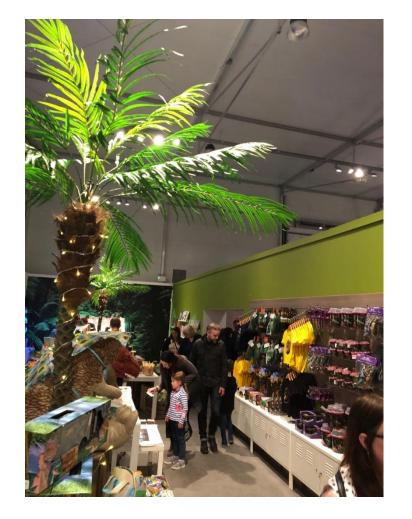












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#### 4. Catering on the extended campus







4000-5000 people da

3 outlets

No crockery





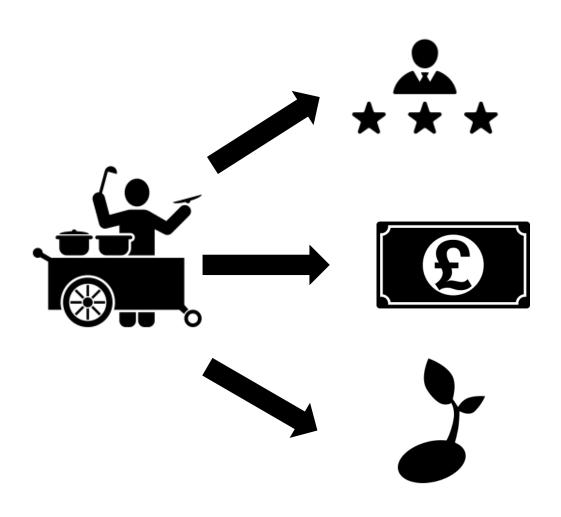
ealth & Wellbeing

outlet

clusion and diversity

**#UofGProfessional** 





Satisfaction – employee and customer

Financial return – University and employee

**Future opportunities** 



#### Further afield...Dumfries











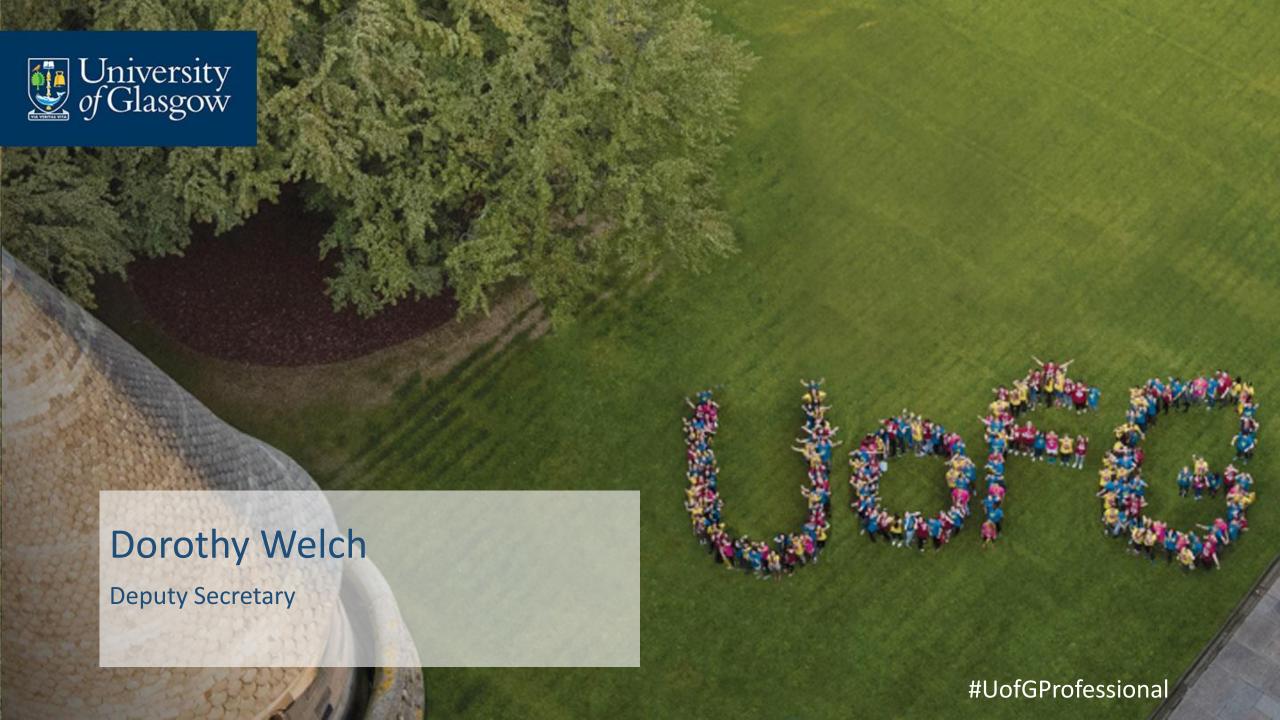




## Got a question for the team?

Please go to www.slido.com

Use Event Code #Z480





# Please go to <a href="https://www.slido.com">www.slido.com</a> Use Event Code #X027

