

Engaging with your senior leadership: integrating external relations and development

Craig Andrew

Head of External Relations
The Abbey School, Reading

Julie Cornell

Governor
The Abbey School, Reading

Rachel Dent

The Head
The Abbey School, Reading

Jane Pendry

Senior Coach
Socius

Chair: David Jenkins

#IDPE19

IDPE CONFERENCE

ENGAGING WITH YOUR SENIOR LEADERSHIP

INTEGRATING EXTERNAL RELATIONS AND DEVELOPMENT

Exploring the Abbey, Reading's three-year journey of:

- ✓ Integrating the marketing, admissions, alumnae, and development departments;
- ✓ Transforming team culture; and
- ✓ Refocussing budgets and staff output on achieving the school's business goals.

10 & 11 June 2019 | Hilton Birmingham Metropole B40 1PP



SOCIUS

— alumni & community strategists —



The Abbey School



SPEAKERS



RACHEL DENT
Head, The Abbey
School, Reading



JULIE CORNELL
Lead Development
Governor, The Abbey
School, Reading



CRAIG ANDREW
Head of External
Relations, The Abbey
School, Reading



JANE PENDRY
Senior
Socius Consultant



DAVID JENKINS
Socius Operations
Director

PANELISTS



RACHEL DENT

Head, The
Abbey, Reading



JULIE CORNELL

Lead Governor,
The Abbey, Reading



CRAIG ANDREW

Head of External Relations
The Abbey, Reading



JANE PENDRY

Senior Coach,
Socius



SOLUTIONS FOCUSED COACHING

Professional coaching processes designed to bring teams together to identify solutions that measurably increase surplus and impact on the school's business goals.

SOLUTIONS FOCUSED COACHING

The Socius Solutions Focused Coaching process brings together teams to identify solutions that measurably increase surplus and impact on their strategic goals.

- 1 Brief and Stakeholder Survey**
After taking a detailed brief, we assess your team's perceptions of success by administering an internal stakeholder survey. The results are analysed to form the basis for our guided conversation.
- 2 Benchmarking & Guided Conversation**
As a team you share your aspirations as if all obstacles were suddenly overcome. We then evaluate your current position to create a benchmark from which future progress can be measured.
- 3 Creating a Preferred Future**
As a group you describe what your department and roles would look like, and what team members would experience, deliver and achieve if you were one step closer to achieving your aspirations.
- 4 Implement SMART Actions**
Each team member identifies the SMART actions that they can implement immediately to move the team towards achieving its Preferred Future, with a focus on team culture.
- 5 Realise and Recast Vision**
The conversation and actions are documented and Socius management tools are used to track team progress. After 6-12 months progress is reviewed and a new Preferred Future is created to drive incremental improvements.

OUTCOMES

- 1. Maximise ROI**
Streamlined outputs and increased efficiency
- 2. Strategic Focus**
Time/effort refocused on outputs that achieve strategic objectives
- 3. Internal Buy-In**
Natural buy-in from stakeholders due to inclusive nature of process
- 4. Innovative Solutions**
Creative thought unlocks innovative solutions
- 5. Team Culture Transformation**
Regular incremental improvements prioritised to shape team culture



Aren't you just a little bit curious? If you would like to find out how Socius can help you utilise the strengths of your team members more effectively to achieve your financial objectives, contact Jane Pendry at: jane@socius.ch.

PANELISTS



RACHEL DENT

Head, The
Abbey, Reading



JULIE CORNELL

Lead Governor,
The Abbey, Reading



CRAIG ANDREW

Head of External Relations
The Abbey, Reading



JANE PENDRY

Senior Coach,
Socius

QUESTIONS



VISIT US
AT STAND
#10

SOCIUS

— business tools for nonprofits —

CONTACT

Jane Pendry
jane@socius.ch



The Abbey School

CONTACT

Craig Andrew
andrewcr@theabbey.co.uk