

Stamp Consulting Tailored Programmes: An Introduction

Skills Development, Strategic Briefings and the Master Class series

<p>Audiences</p>	<p>Approaches are tailored to specific audience needs and range from “beginners” and introductory programmes through to the Stamp Consulting “Master Class” series plus critical strategic briefings for senior management teams and institutional leaders.</p>
<p>Style and delivery</p>	<p>Designed to provide practical solutions to real sector, institutional and personal challenges, the interactive seminars focus upon tangible skills development, measurable action planning supported by case studies, best practice insight and “surgeries” for live problems.</p>
<p>Marketing Effective communications</p>	<ul style="list-style-type: none"> ▪ Marketing for non-marketers ▪ An introduction to marketing ▪ Marketing your service: for Libraries, IT, Careers Services, Student Services etc ▪ An introduction to digital marketing: from email to social media ▪ Web, digital and e-marketing strategies ▪ The principles of effective web communications ▪ The role of market research: the research toolkit ▪ Effective student recruitment ▪ Managing the student journey and the decision making cycle ▪ Conversion strategies that work ▪ The marketing schedule ▪ Best practice in managing marketing campaigns ▪ Using the marketing mix to communicate your message and reach key audiences ▪ Gaining the marketing advantage ▪ League tables and marketing ▪ Effective marketing of internal services ▪ Managing effective internal communications
<p>Management Administration Personal effectiveness</p>	<ul style="list-style-type: none"> ▪ How to write an effective strategic plan ▪ Developing effective reports ▪ Developing and implementing strategies that work ▪ Project management ▪ Managing meetings ▪ Making decisions ▪ Get your message across at work ▪ Communicating with colleagues ▪ Effective time management ▪ The key skills of personal effectiveness ▪ Managing your personal profile ▪ Management for new managers ▪ Effective networking ▪ How to “work smarter” ▪ Manage your work-life balance ▪ Effective presentation skills ▪ Negotiating skills ▪ Delegating successfully ▪ Motivating people
<p>Customer Relationship Management</p>	<ul style="list-style-type: none"> ▪ Effective customer service ▪ People and relationship building ▪ Relationship, advocacy and loyalty marketing ▪ Effective CRM ▪ Strategic management of alumni services

<p>Corporate competitive Positioning</p> <p>Brand management</p>	<ul style="list-style-type: none"> ▪ Marketing for success and strategic fit ▪ Brand and reputation management ▪ Brand and positioning strategy for competitive advantage ▪ Understanding brand strategy ▪ Vision and values development ▪ Sustaining a successful brand ▪ Managing the consumer journey ▪ Competitor benchmarking ▪ Future scoping ▪ Policy change response management
<p>Organisational Development</p> <p>Personnel issues</p>	<ul style="list-style-type: none"> ▪ Preparing for a new role ▪ Develop an effective personal brand and profile ▪ Employer branding: communicating the competitive proposition ▪ Manage your career ▪ Achieving promotion ▪ CV development and interview skills
<p>Corporate strategy</p>	<ul style="list-style-type: none"> ▪ Corporate strategy in the modern higher education context ▪ Know your market and business environment ▪ Advanced marketing strategy ▪ Managing strategic partnerships ▪ Developing an internationalisation strategy ▪ Meeting changing imperatives within higher education ▪ The consumer-centric higher education organisation ▪ Managing educational products and services ▪ Portfolio management and new product and service development ▪ Strategies for the development of part-time and postgraduate markets
<p>Communication skills development for senior staff</p>	<ul style="list-style-type: none"> ▪ Success factors in communicating corporate strategy to all staff. ▪ Achieving buy-in to significant corporate change/corporate strategy across the institution. ▪ Consultative management: communication success factors. ▪ Effective two-way communications in complex organisations: engaging staff, gaining feedback and achieving change. ▪ The effective use of language, tone of voice and style to achieve staff engagement. ▪ Communicating corporate messages, inspiring corporate loyalty. ▪ Presentation and communication skills for senior managers. ▪ Personal effectiveness for senior managers. ▪ One to one executive coaching for senior staff/new appointments. ▪ Priority setting for SMT members. ▪ Effective SMT management skills. ▪ Leadership skills.
<p>Strategic internal communications</p>	<ul style="list-style-type: none"> ▪ High level dispute resolution. ▪ The improvement of communications across (and between) management bodies to assist effective university/organisation governance. ▪ Critical decision making seminars for SMTs to seek solutions to ongoing problems or barriers to progress. ▪ Critical risk seminars for SMTs to address emerging institutional risks or competitive threats and to work with delegates to agree future actions. ▪ Change management communications.
<p>Strategic briefings</p> <p>Decision making seminars</p>	<ul style="list-style-type: none"> ▪ Cutting edge strategic briefings on critical issues for senior management teams and leaders: competitor briefings; market risks and opportunities; brand and positioning. ▪ Decision making seminars to address critical risks and challenges and drive action planning for future corporate and cultural change.

<p>The Stamp Consulting “Master Class” series</p>	<p>These sought-after, action-based learning events can be responsive to a diverse audience or tailored for individual organisations, services, colleges, universities, faculties or departments.</p> <p>Events are developed to respond to emerging and critical sector agendas. The classic master class portfolio also includes:</p> <ul style="list-style-type: none"> ▪ Competitor challenge Master Class ▪ Brand Master Class ▪ Corporate positioning Master Class ▪ Vision and values Master Class ▪ Business strategy Master Class ▪ Marketing strategy Master Class ▪ Corporate strategy Master Class ▪ Personal effectiveness Master Class ▪ Internal communications Master Class
<p>Rosemary Stamp Director, Stamp Consulting</p>	<p>Rosemary Stamp MA MSc MIO D MCIPR FCIM</p> <p>Rosemary is a sought-after facilitator and Leadership Foundation Key Associate. She teaches on the Institute of Education's MBA in <i>Higher Education Management</i>, the University of Warwick's <i>International Programme in HE Management</i> and contributes to the Leadership Foundation's <i>Leadership Development</i>, <i>Governor Development</i> and <i>Strategic Leaders</i> programmes.</p> <p>In the last two years, she has chaired national public debates with thought leaders and policy makers including Bill Rammell MP, the Rt Hon Charles Clarke and David Willetts MP.</p> <p>Rosemary has provided skills development support for many organisations including the University of Exeter, the University of Nottingham, the University of Birmingham, the University of Edinburgh, Queen Margaret University, the University of Brighton, the University of Huddersfield, the University of Derby, Sheffield Hallam University, the Consumer Financial Education Body, Vitae, the AUA and JISC.</p> <p>Rosemary publishes and lectures extensively on strategic management and marketing issues and is a contributory author to:</p> <ul style="list-style-type: none"> ▪ <i>Beyond Bureaucracy: Managing the University Year</i>, published by Routledge in 2009. ▪ <i>The State of UK Higher Education - Managing Change and Diversity</i>, published by the OUP. <p>She is editor of The Briefing Paper Series and Chair of the influential, invitation-only education sector International Networking Group. Rosemary is a member of the Advisory Boards of the Nottingham Business School, UK and the Centre for Applied Philosophy, Politics and Ethics at the University of Brighton, UK. She has been a further education college governor for nine years and is a member of a number of policy advisory think tanks.</p> <p>Rosemary has completed CIPD programmes in the <i>Psychology of Leadership</i> and the <i>Psychology of Coaching</i>. Rosemary holds a BA from the University of Birmingham, received her MA from the University of York and her MSc from the Nottingham Business School. She is a member of the Chartered Institute of Public Relations, the Academy of Marketing, the Institute of Directors and an elected Fellow of the Chartered Institute of Marketing.</p>

Client view

Ian Conn: Director of Communications, Marketing and External Affairs

The University of Edinburgh

"So much of the work we are engaged in now requires cross-institution strategic marketing change, and there is no-one better than Rosemary Stamp at engaging senior colleagues, whatever their role, in these higher level issues. It's having the experience, skills and ability to bring focus, analysis and insight to discussions, and then help to build consensus within an institution for the way forward, that distinguishes Rosemary's approach."

Tash Khan-Davis: Head of Learning and Development

The University of Exeter

"Rosemary Stamp's extensive knowledge of the higher education sector and her research to understand Exeter's specific needs have ensured that the tailored skills development programme, *How to develop a market led portfolio of programmes and products*, really meets the needs of our senior academic and professional services staff. The course, now in its third cycle, is highly practical and provides useful frameworks which can be used in a variety of functions across the University."

Dr Paul Temple: Co-Director, MBA in Higher Education Management

Institute of Education, University of London

"Rosemary Stamp is a major contributor to our MBA programme in Higher Education Management. Her wide knowledge of UK and European universities, her insights on the marketing challenges that they face and her practical approaches to them, are highly valued by our participants, who include senior university managers from across Europe."

Ben Showers: Digitisation Programme Officer

JISC

"Rosemary Stamp's knowledge, professionalism and passion helped ensure that the series of Communications and Marketing workshops I staged were a great success. Delegates were able to go back to their institutions with confidence and new ideas that enabled them to communicate to their stakeholders the importance and impact of the work they were doing. Rosemary's intimate experience and knowledge of higher education and its institutions meant that the workshops were always perfectly pitched, effective and met the needs of a diverse audience."

Professor Michael Gunn: Pro Vice Chancellor: Learning, Teaching & Scholarship

The University of Derby

"We are a developing institution. We know that there are many changes coming for higher education. We need to engage our people and thus we need to communicate effectively and with impact. Rosemary Stamp enabled our corporate management team to think through the issues, identify what needed to be done, commit to improvements and engage in further personal and team development. Rosemary supported us well, provided challenges for us and ensured we kept on track. She did this with tact, utilising a wealth of relevant experience and research and appropriate control. She was charming, professional, direct when needed and left us feeling our time with her had been time very well spent."

Professor Alan Gilloran: Vice Principal (Academic)

Queen Margaret University, Edinburgh

"Like many other universities, at QMU we are re-balancing our portfolio to focus more upon postgraduate and international student provision. Rosemary Stamp facilitated a specialist seminar for senior academic staff from across the University to address Portfolio Review and Marketing challenges. Her skills in translating key issues for a particular audience are second to none. Seldom have I experienced such a productive yet enjoyable day's event. Rosemary's credibility and wealth of experience were invaluable, but most importantly she was able to gauge the interests and mood of her audience to fully engage them in the materials and tasks. She uses a variety of innovative approaches to retain her audience's attention and relates to participants with real warmth of personality and humour. I am still receiving positive feedback from colleagues - many of whom are not easy to please!"

Julie Morley: Marketing Manager

The University of Huddersfield

"Rosemary Stamp's extensive experience of marketing within the Higher Education sector - combined with her professionalism, enthusiasm and approachability - resulted in an extremely well-structured, productive and enjoyable *Marketing Skills Development* seminar tailored for our staff. From the planning stage, during which she ensured she understood the specific needs of the University, to the delivery of the seminar which included many practical 'real-life' examples, Rosemary provided a highly bespoke and relevant service which not only met but exceeded our expectations. The feedback from delegates was excellent and the training has had a real impact on working practices - we have already booked further events with Rosemary."