

## Stamp Consulting Tailored Programmes: An Introduction

### Skills Development, Strategic Briefings, Away Day facilitation and the Master Class series

<p><b>Audiences</b></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><b>Style and delivery</b></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><b>Marketing</b> <b>Effective communications</b></p>	<ul style="list-style-type: none"> <li>▪ Marketing for non-marketers</li> <li>▪ An introduction to marketing</li> <li>▪ Marketing your service: for Libraries, IT, Careers Services, Student Services etc</li> <li>▪ An introduction to digital marketing: from email to social media</li> <li>▪ Web, digital and e-marketing strategies</li> <li>▪ The principles of effective web communications</li> <li>▪ The role of market research: the research toolkit</li> <li>▪ Effective student recruitment</li> <li>▪ Managing the student journey and the decision making cycle</li> <li>▪ Conversion strategies that work</li> <li>▪ The marketing schedule</li> <li>▪ Best practice in managing marketing campaigns</li> <li>▪ Using the marketing mix to communicate your message and reach key audiences</li> <li>▪ Gaining the marketing advantage</li> <li>▪ League tables and marketing</li> <li>▪ Effective marketing of internal services</li> <li>▪ Managing effective internal communications</li> <li>▪ Effective copywriting skills</li> </ul>
<p><b>Management</b> <b>Administration</b> <b>Personal effectiveness</b></p>	<ul style="list-style-type: none"> <li>▪ Networking skills: making and managing contacts that count</li> <li>▪ How to write an effective strategic plan</li> <li>▪ Developing effective reports</li> <li>▪ Developing and implementing strategies that work</li> <li>▪ Project management</li> <li>▪ Managing meetings</li> <li>▪ Making decisions</li> <li>▪ Get your message across at work</li> <li>▪ Communicating with colleagues</li> <li>▪ Effective time management</li> <li>▪ The key skills of personal effectiveness</li> <li>▪ Managing your personal profile</li> <li>▪ Management for new managers</li> <li>▪ Effective networking</li> <li>▪ How to “work smarter”</li> <li>▪ Manage your work-life balance</li> <li>▪ Effective presentation skills</li> <li>▪ Negotiating skills</li> <li>▪ Delegating successfully</li> <li>▪ Motivating people</li> </ul>
<p><b>Customer Relationship Management</b></p>	<ul style="list-style-type: none"> <li>▪ Effective customer service</li> <li>▪ People and relationship building</li> <li>▪ Relationship, advocacy and loyalty marketing</li> <li>▪ Effective CRM</li> <li>▪ Strategic management of alumni services</li> </ul>

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

<p><b>Strategic briefings; Decision making seminars; Away Day facilitation</b></p>	<ul style="list-style-type: none"> <li>▪ Cutting edge strategic briefings on critical issues for senior management teams and leaders: competitor briefings; market risks and opportunities; brand and positioning.</li> <li>▪ Decision making seminars to address critical risks and challenges and drive action planning for future corporate and cultural change..</li> <li>▪ Development and facilitation of Away Days for executive boards and corporate teams.</li> </ul>
<p><b>The Stamp Consulting “Master Class” series</b></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"> <li>▪ Strategic planning for the Senior Management Team Master Class</li> <li>▪ Competitor challenge Master Class</li> <li>▪ Brand Master Class</li> <li>▪ Corporate positioning Master Class</li> <li>▪ Vision and values Master Class</li> <li>▪ Business strategy Master Class</li> <li>▪ Marketing strategy Master Class</li> <li>▪ Corporate strategy Master Class</li> <li>▪ Personal effectiveness Master Class</li> <li>▪ Internal communications Master Class</li> </ul> <p>Some of Rosemary’s specialist seminars have been filmed for the Open University.</p>
<p><b>Rosemary Stamp Director, Stamp Consulting</b></p>	<p>Rosemary Stamp <i>MA MSc MIOd MCIPR FAUA FCIM</i>  <i>Rosemary</i> 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, Governor Development</i> and <i>Strategic Leaders</i> programmes.</p> <p>In recent years, she has chaired national public debates with thought leaders and policy makers including Bill Rammell, the Rt Hon Charles Clarke and David Willetts MP. Rosemary has provided skills development support for many institutions including the universities of Queen’s Belfast, Exeter, Nottingham, Birmingham, Edinburgh, Queen Margaret, Brighton, Huddersfield, Derby, UEA and Manchester plus organisations such as the Money Advice Service, Vitae, the AUA and JISC. Rosemary’s specialist seminars have been filmed for the Open University. Rosemary publishes and lectures extensively on strategic management and marketing issues and is a contributory author to:</p> <ul style="list-style-type: none"> <li>▪ <i>Beyond Bureaucracy: Managing the University Year</i>, published by Routledge.</li> <li>▪ <i>The State of UK Higher Education - Managing Change and Diversity</i>, published by the OUP.</li> <li>▪ <i>The Library Marketing Toolkit</i>, published by Facet.</li> </ul> <p>She is editor of <a href="#">The Briefing Paper Series</a> and Chair of the influential, invitation-only education sector International Networking Group. Rosemary’s board memberships include the Advisory Boards of the Nottingham Business School, UK, the Centre for Applied Philosophy, Politics and Ethics at the University of Brighton, UK, and the Executive Board of the Equality Challenge Unit, which works to further and support equality and diversity for staff and students in UK higher education. Rosemary has also served as an FE college governor for nine years.</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 Association of University Administrators and 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.”

**Dr Paul Temple: Co-Director, MBA in Higher Education Management  
Institute of Education, University of London**

“Rosemary Stamp is a major contributor to the Institute of Education’s MBA programme in Higher Education Management. Her extensive and expert knowledge of UK and European universities, her insights on the marketing and strategic planning 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  
Vice Chancellor: Staffordshire University**

“I have experience of Rosemary Stamp supporting a senior group growing together, taking on key strategic developments and risk and engaging with them and the delivery of the university plan in a more business-like and people-centred manner. The particular focus for this work was around improved communication – listening and sharing. Rosemary is charming, professional, direct when needed and leaves you feeling that the time has been well spent and was a worthwhile investment of time in future success.”

**Professor Alan Gilloran: Vice Principal (Academic)  
Queen Margaret University, Edinburgh**

“Rosemary Stamp facilitated a specialist seminar programme for senior academic staff from across the University to address strategic 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!”

**Posie Bogan: Director of Corporate Communications  
The University of Kent**

“Rosemary Stamp’s insightful, and unrivalled, sector-wide knowledge and experience, coupled with her strategic response to institutional challenges, ensures she is an asset for any university at the best of times. However, as we all navigate an increasingly uncertain landscape, this sound offering proves to be invaluable.”

**Keith Hicks: Director of Marketing and Communications  
University of the West of England**

“Rosemary Stamp came highly recommended to us. In bringing together a new marketing and Communications team, Rosemary, through a series of interactive seminars, was able to focus us on the external environment and help us to plan for a new way of working.”

**Wilma Fee: Director of Academic and Student Affairs  
Queen’s University Belfast**

“Rosemary Stamp has facilitated our annual support staff skills development for several years: she is excellent at motivating staff, stimulating discussion and getting the best out of people in the skills development environment. Those attending the tailored seminars work in a range of roles in a diverse Directorate. Rosemary’s skill has been bringing this group together, getting them to think outside their own areas of work and, in doing so, contributing to creative ideas to help the Directorate continue to move forward. This is achieved thanks to Rosemary’s careful planning, plus her flexibility in responding to group dynamics on the day.”