



Creating Student Experience Excellence



*Doing it like. . .* **Disney**



**Universities Challenged!!**

**Mobile Team Challenge Ltd**

Unleash the Potential of Your People

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Many thanks for your enquiry.

I have outlined an overview of our **"Creating Student Experience Excellence"** - or **"Doing it like Disney!"** - where we explore applying the Magic Kingdoms' Secret Principles of Service Excellence, which have made Disney the Global No.1 for Customer Service Excellence, to your University or College as we start to consider our Students ...as our Customers.

The workshop is a highly interactive "working session" which includes looking at Your University 'Through the eyes of a Student' which results in delegates taking away Action and Improvement Plans for them to follow up, subsequent to the course.

MTC is working extensively with over 100 Schools, Colleges and Universities in the UK: from working with **Students on Award Winning experiential learning kits and activities** through to **Student Experience Improvement Projects** with Student-Facing Staff, **Academics and Tutor Emotional Intelligence Profiling, Business Development Training for Tutors and Academics** and **Senior Management Teams and Principals and Vice-Chancellors facilitating Lean / Six Sigma and Visioning and Strategic Planning Days.**

I look forward to discussing this proposal with you in more detail, if, in the meantime, you require any further information; please do not hesitate to contact us.

Yours sincerely

*Barry Bailey*

Managing Director

Mobile Team Challenge Ltd

Email: [barrybailey@mtceurope.co.uk](mailto:barrybailey@mtceurope.co.uk)

Telephone: +44 (0) 844 745 2120

Mobile: 07836 762955

[www.mtceurope.co.uk](http://www.mtceurope.co.uk)



Facing the Challenge:  
Delivering Better Outcomes

## Creating Student Experience Excellence

**"We are living in extraordinary times...and extraordinary times require extraordinary measures..."** ... so said Senior Politicians at the beginning of the economic downturn.

During "extraordinary times", every organisation needs to assess its current strategies to see if they are suitable and are still relevant...or if they need to create some "extraordinary measures" to cope with the extraordinary times in which we find ourselves.

The current squeeze on funding, the increase in competition, the greater demands for excellence from Students who now have a greater choice where to gain their education, revealing NSS league tables, the increasing fees – all demonstrate that the Further and Higher Education Sector has possibly never known such **"extraordinary times"** as those in which we are living today – confirmation then that **"extraordinary measures"** are required.

As Universities across the Country begin to focus more on commercial strategies as the competition increases it is vital that your University delivers Service Excellence and outstanding Student retention and satisfaction levels in order for their offering of further education to remain competitive and for the students to perceive that they have received good "Value for Money" in the face of Students fees increases.

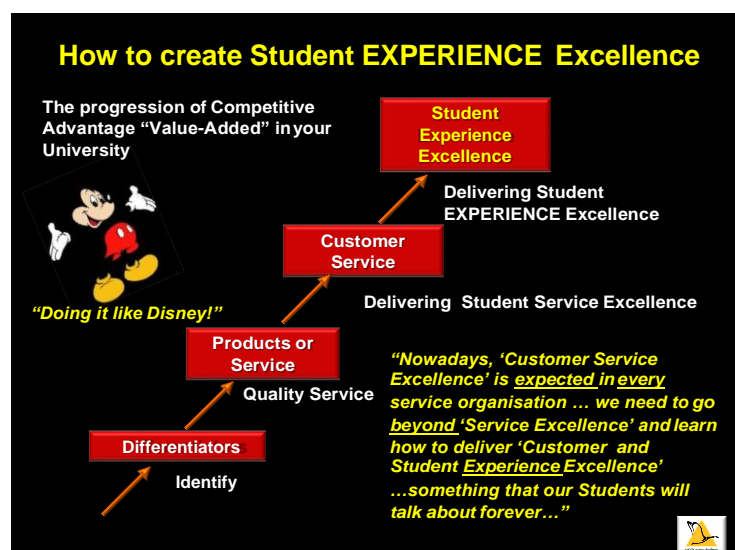
In the words of Vice-Chancellor of the University of Derby, Professor John Coyne;

**"What makes our university stand out is a clear vision to offer a good value UK education that is more personal, relevant, and business-focused. We're also passionately committed to improving what we do every day, and are open to fresh ideas and new ways of doing things. As an institution we must always move forward."**

- and it is the delivery of the primary vision of **"Education with the Personal Touch"** which will create the **Excellence of the Student Experience**.

In a competitive Higher Education Market, it is essential that any differentiator of courses offered or product is leveraged to its maximum in order to gain the advantage. When services and products become similar – it is the excellence of the Service offered which plays a major deciding influence. But when the day arrives when every University offers Student excellence – it will be the Universities who can offer the "next level of service" who will sustain their success.

It is their **experience** which Students will remember and talk about to others.



## Measuring your Students Experience - NSS

The “bar” for Student Service Excellence and Experience is getting higher each year for Universities to achieve.

The Higher Education Funding Council for England reported that: ***"Students are more satisfied with their experience at UK universities or colleges than at any time in the eight years of the National Student Survey (NSS), with 86 per cent saying they are satisfied overall with their course in this year's survey."***

The Overall Student Satisfaction which WAS growing year on year – stalled in 2015 and was reported as being the same as for 2014.

A summary table of results for the UK is shown below. More detailed data are available through the HEFCE website. Prospective students will be able to compare NSS results and other relevant information on the Unistats website.

Questions		2014 NSS *Satisfied	2015 NSS Satisfied
1-4	The teaching on my course	87%	87%
5-8	Assessment and feedback	72%	73%
9-12	Academic support	81%	82%
13-15	Organisation and management	78%	79%
16-18	Learning resources	85%	86%
19-21	Personal development	82%	83%
22	Overall satisfaction	86%	86%

\* The percentage satisfied is calculated by combining the 'strongly agree' and 'mostly agree' responses. Percentages may not sum due to rounding

**The Highlighted areas reflect those areas where the Students are clearly voting for an “improvement in their Student Experience” - which, if addressed, will have a significant impact in the NSS ratings for Your University.**

## Universities Challenged!

During “extraordinary times”, it is the extraordinary leaders who create and engage in the “extraordinary measures” necessary to position, and lead, their Departments and Organisations to take on the new challenges - and this workshop will set about provoking us to consider how Service Excellence and Student Experience Excellence will impact our Vision and challenge us to consider necessary paradigm shifts in our current practices within our University.

Organisations DON'T Change..... it's the people who DO ..... or DON'T – and we can all cite examples of organisations who have not empowered or encouraged their people to CHANGE....sadly, most of those who have not embraced change are no longer with us.



## Delivering Student Experience Excellence Workshop Content

This workshop is a 1 day interactive and experiential session (9:30–4:30).



### What if...we did things Differently? ...and What if...Disney ran your University?!

- Who are your Customers?
- Who are your Competitors?

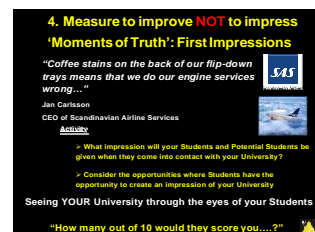
**Experiential Activity:** Paradigm Shifter – Thinking Differently about Student Service



### Seeing Your University through the eyes of a Student

- "Moments of Truth" – Jan Carlsson SAS
- Identifying our Competitors and our Clients / Partners
- How do our Students see us?
- How do our **"Touchpoints"** impact our Students' "Moment of Truth"?
- Seeing our University through the eyes of our Students.
- Identifying areas for improvement in our "Touchpoints"
- Self-Audit – How do we Measure up now? – Current State

**Group Activity:** Student Touch-Points – Mapping the Student Experience



### Sprinkling the "Magic Kingdom" Dust: Disney's Service Principles

- The 10 Things that Disney would do differently if Disney ran your University
- Disney's Award Winning' Service Principles of Service Experience Excellence
- What are our Service Standards for "Student Experience Excellence?"
- How do our OWN Levels of Service Excellence Stack Up??

**Group Activity:** A Self Audit



### Creating a Culture of Innovation and Service Excellence within your University

- How DO those guys do it? – Best Practice Principles of Innovation
- Apple / Nike / 3M / HP / Disney / Harvard
- Defining and applying the 3 ingredients of REAL Innovation into your University
- **Apollo 13** – Definition of Innovation – Video



### What does Student Service Experience Excellence Look Like?

- The Disney Creative Strategy – designing the Perfect 10 Student Experience Excellence
- Dreaming the Student Service Experience of Excellence

**Group Activity:** The Perfect Student Experience Excellence Outcome –  
Future State – using Appreciative Inquiry



### Student Experience Excellence requires Functional Team Working

- The 5 Dysfunctions of a Team – Working as a Functional Team for our Students



### 10 Lessons of Teamwork – from The Geese - Video

- Applying Winning Behaviours and Attitudes to our Student Experience
- DeBono's Thinking Hats – Understanding Challenging Personalities

**Experiential Activity:** Levitation Challenge





### Identifying and Understanding Personality Types

- The ABC of Managing difficult Student Behaviour
- Transactional Analysis, Neuro-Linguistic Programming: Professional Communication Techniques

**Experiential Activity:** Navigating the Impasse



### The 4 Principles of Achieving the Student Excellence Experience - FISH! DVD

- Choose your Attitude
- Play!
- Make their Day
- Be There for them



*The FISH video / DVD has gone on to be the best selling training video/DVD of all time.*

*Here is an extract from the Pike Place Fish web site:*

*"For us it means going beyond just providing outstanding service to people. It means really being present with people and relating to them as human beings.*

*We take all our attention off ourselves to be only with them...looking for ways to serve them. We're out to discover how we can make their day. We've made a commitment to have our customers leave with the experience of having been served.*

*They experience being known and appreciated whether they buy fish or not. And it's not good enough just to want that - it takes an unrelenting commitment. We've made it our job to make sure that experience happens for every customer."*

**These same FISH! Principles are now being applied to Universities and Colleges throughout the UK**



### Complete Personal Action Plans and Close

## **Workshop Outcomes – Delegates will**

- Be inspired and motivated to shift their personal paradigm for Student Experience Excellence
- Consider your University through the eyes of a Student and create an Action List of improvements
- Learn the 3 vital ingredients to create a culture of innovation within your University
- Learn the 10 things which they would do differently... if Disney ran their University
- Explore Disney's Principles of Service Excellence and Continuous Improvement and learn how to apply them to their University
- Create the "perfect Student Experience Excellence service" utilising Appreciative Inquiry Planning tools
- Learn how to build and/or contribute to high performance teams within the University
- Consider the relevance of breaking down silos in order to achieve Student Experience Excellence through the efficiency of Functional Teamwork
- Complete a Self-Audit of their own perceived Service competencies
- Explore Professional Communication Tools to enhance Student Service levels
- Consider the Service Principles of **FISH!** – the Award Winning DVD on Service Excellence and apply them to your University

**The cost of this module is £ 875 + VAT for groups of up to 12 delegates. This cost includes all preparation, materials, workbooks and trainers expenses.**

## Testimonials

***'Brilliant, Brilliant, Brilliant!'" – some great learning metaphors from the MTC way of Learning and Development" (BUPA – Southern Area Training Team Manager)***

***'A very powerful way of introducing Emotional Intelligence in a way we never have before. Loved the activities and experiential learning approach – MTC are a highly recommended learning and development organisation' (BUPA – Northern Area Training Team Manager)***

***'A powerful, effective and common sense approach that produced only positive outcomes and excellent results' (Chelsea Building Society)***

***'The Experience was guaranteed FUN... but with some SERIOUS learning!' (Bournemouth College)***

***'A very rich and valuable training experience' (RAF Innsworth)***

***'MTC has proved to be exceptional and versatile for improving leadership, communication, teambuilding, mutual support, self belief, problem solving and creative thinking within. It's potential within the workplace is vast whilst also being great fun' (Tony Woodcock, Honda UK)***

***'An awesome delivery technique which makes learning great fun – it's changed my life'. (Moorlands College)***

***"Thank you for the inspiring 2 day's training you did for us recently, we have noticed a difference already!" (Jackie Skeel – Assistant Director for Organisational Development NHS Trust S. Region.)***

***"Received great feedback again – you are REALLY making an impact and it is fab" (Jan Furniss Team Leader: Professional Education & Corporate Learning, Education and Learning Team)***

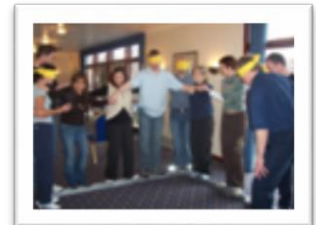
***"I AM SO MOTIVATED!! ... I hope my colleagues are too! ☺" (e-Learning Supervisor, Birmingham Children's Hospital)***

***"Best Training EVER!!!" Senior Pharmacist, Birmingham Children's Hospital***

***"I'd give this course and 11 out of 10! ... Best I've attended" Team Supervisor Birmingham Children's Hospital***

***"Excellent Course – Excellent delivery" (HR Operations Manager: Surrey Police)***

***"Just ..... FANTASTIC!!" (Helen Tautz – Director of Operations ITV for "I'm a Celebrity – get me out of here!" and Ant & Dec's "Saturday Night Take Away")***





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