

# It's Tough In The Middle!

They say it's tough at the top, but what about the middle?



# Agenda

- Introductions
- Why is it so tough?
- Sponge Vs Sieve
- Communicating up & down
- Where am I?
- Why does it always rain on me?
- Page 1

# Who the heck is this guy?

Matt Shore

Official job title - Schools and Colleges Liaison Manager

Unofficial job title – Chief Morale Officer

University of Lancashire

And you are.....?



# Why is it so tough?

- Pleasing all parties (or at least trying to)
- Managing expectations from all angles.
- Choosing what to feedback and when?
- Strategy to execution
- Read the room
- Staying motivated



# Sponge Vs Sieve

## Sponge

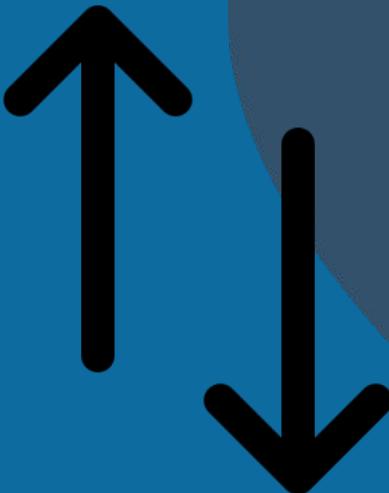
- **Absorbs everything**
- **Gets saturated**
- **Focuses on negative**

## Sieve

- **Filters Intentionally**
- **Keeps the good stuff**
- **Promotes Growth**

# Communicating up & down

- Understanding your team
- Ways of communication
- Timing is everything
- Removing the white noise
- So what?





↑  
OPEN  
CURIOUS  
COMMITTED TO LEARNING



WHY

WHY

COMMITTED TO BEING RIGHT  
DEFENSIVE  
CLOSED



# Why does it always rain on me?



# Page 1

- What is a Brag Book?
- When do we use the Brag Book?
- Why do we use the Brag Book?

