

- University of the Year for Student Experience (*The Times/Sunday Times Good University Guide 2020*)

A background image showing a male student with a beard and a grey hoodie with a yellow lining, looking down at a desk. The image is partially obscured by a white text box.

University
of Dundee

Building Effective Relationships

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Today's session will look at...

- Why building effective relationships is an important skill and how this skill can have an impact on both your professional development/career
- The range of stakeholders you are likely to experience in the sector and the different interactions with them that you may encounter
- Fostering, developing and enhancing effective professional relationships



What is an effective relationship?
Why are effective relationships important?
Discuss!



What is an effective relationship?

→ Definition according to Oxford English Dictionary of an 'effective working relationship':

The relationship between people who interact because of their work; (also) a level of cooperation sufficient to allow work to be done, progress to be made, etc.; a functional or effective relationship.



Why are effective relationships important?

- Effective relationships are important for a multitude of reasons – for example:
 - Building effective relationships is a key skill valued by employers – it is likely to be on most of your job descriptions!
 - Subsequently, building effective relationships will allow you to fulfil your day-to-day duties
 - Due to its transferable nature, it is likely to be something you will need to continue to develop and demonstrate to potential future employers (i.e. in a cover letter, supporting statement or interview)
 - In the many interactions you will experience in your role, you are representing yourself as well as your employer
 - The attendees at the previous New Practitioners Conference suggested this session would be useful!



Employers love people that can build effective relationships!

- The following sentences were taken from live vacancies in mid October - all from varying professional roles across the HE sector at different institutions:
- *Establish working relationships with key contacts to help improve the service provided by the Widening Participation and Outreach team*
- *Can you build great relationships with a wide range of people from adult returners to school children from age 12 upwards?*
- *Ability to build effective working relationships at a variety of levels*



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University



CITY
UNIVERSITY OF LONDON
EST 1894
125 YEARS

CARDIFF
UNIVERSITY

PRIFYSGOL
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Who are your internal stakeholders?
Who are your external stakeholders?
Discuss!



Likely internal stakeholders in your role

Admissions

Academic Staff

Immigration/Data
Compliance

Human Resources

Communications
and Marketing

Outreach and
Widening
Participation

College/Faculty
specific staff

Registry

Careers Service

Alumni and
Development

Student
Recruitment

Students Union

YOUR TEAM!



Likely external stakeholders in your role

Potential Students

UCAS

Recruitment and
Marketing Agencies

Schools and
Colleges

Charities

Parents/Guardians

HELOA

British Council

Other HEI's

Funding bodies

Teachers/Careers
Advisors

Office for
Students/NCOP

HESA



Building effective relationships to fulfil your day-to-day duties

- Utilising the effective relationships that are built should allow you to perform your day-to-day duties successfully in a number of ways. This includes, but isn't limited to, the following:
 - In an outreach role, you may have to organise a workshop on campus aimed at getting those from under-represented backgrounds to consider a degree at University. Who are your internal/external stakeholders? How would having built effective relationships with those stakeholders allow you to deliver a successful event?
 - In a student recruitment role, you may have to collate a report about 'target' schools within a geographical region. Who are your internal/external stakeholders? How would having built effective relationships with those stakeholders allow you to collate your report?



Fostering, developing and enhancing effective working relationships

- Fostering effective working relationships – we've identified our stakeholders (e.g. academic staff) and realise that building an effective relationship with them is mutually beneficial
- Identify initial opportunities to create these relationships (be proactive)
- How do we develop/enhance these relationships further? Examples include, but are not limited to:
 - Setting yourself a SMART objective (one that is aligned with your contact/organisation where applicable)
 - Making it personal
 - Ensuring effective communication through evidence based approaches
 - Giving honest feedback
 - Scheduling reminders to touch-base every so often (whether this is in person or by phone/email)



Effective relationships and YOU

- Identify two examples of occasions when you have built and utilised effective relationships
 - Who were your stakeholders?
 - How did you foster and create that effective relationship?
 - How did the building of that effective relationship benefit you, your work and your employer?

- Looking ahead, identify two stakeholders in your current role that would like to build an effective relationship with and consider the points in the previous slide with regards to developing/enhancing those effective relationships

Questions?

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