

Leadership and Management Case Study Brief

Case Study Presentation Objectives

- To discuss and decide upon a case study which we will present to BU colleagues
- Develop individual's management and leadership skills
- Develop cross-departmental working and collaboration
- Work on a case study that supports/aligns to their professional and personal development objectives
- Write up and present their case study to colleagues
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For example: The case study and presentation / poster could cover:

- Aims and Objectives
- The methodology
- Expectations
 - Identified Benefits
 - Team engagement
 - Unintended outcomes
 - Reflections
 - Measures of success
- Lessons learned
 - Personal
 - For the team
- Top tips for others using the exercise
- Learning

Team Neo

Participants

Erica Hussey	Student Support Services
Russell Holmes	Estates
Sarah Burke	Finance and Performance

Team Neo Objective:

To look at improving communication between teams at BU

Discussion:

- We discussed the lack of communication between teams at BU as this was something we all had experience of.
- We looked at using and improving the Communication Planning Matrix as found in the manager's toolkit.
- We looked into the possibility of work shadowing and how we might be able to make something happen in this area.

Decision:

After much discussion we decided to concentrate on looking at the Communication Planning Matrix (CPM). We agreed that we would look to test and improve the existing CPM (with a view to using it to help promote the possibility of work shadowing in the future).

Process:

We set up a number of meetings to discuss our plan and to define what we were planning to do.

February to July 2014	Regular update and review meetings
23/05/2014	Initial email feedback request circulated to BU colleagues
06/06/2014	Send out feedback form
11/06/2014	Meet to plan changes
8/07/2014	Meet to final finished revamped matrix
11/07/2014	Send out revamped version
25/07/2014	Send out feedback forms

We used the existing CPM to put together a piece of internal comms requesting feedback on the existing CPM via a survey, along with a survey sheet which we sent out to our respective teams and our course mates to evaluate the existing CPM

The results of the survey were used by us to create new versions of the CPM.

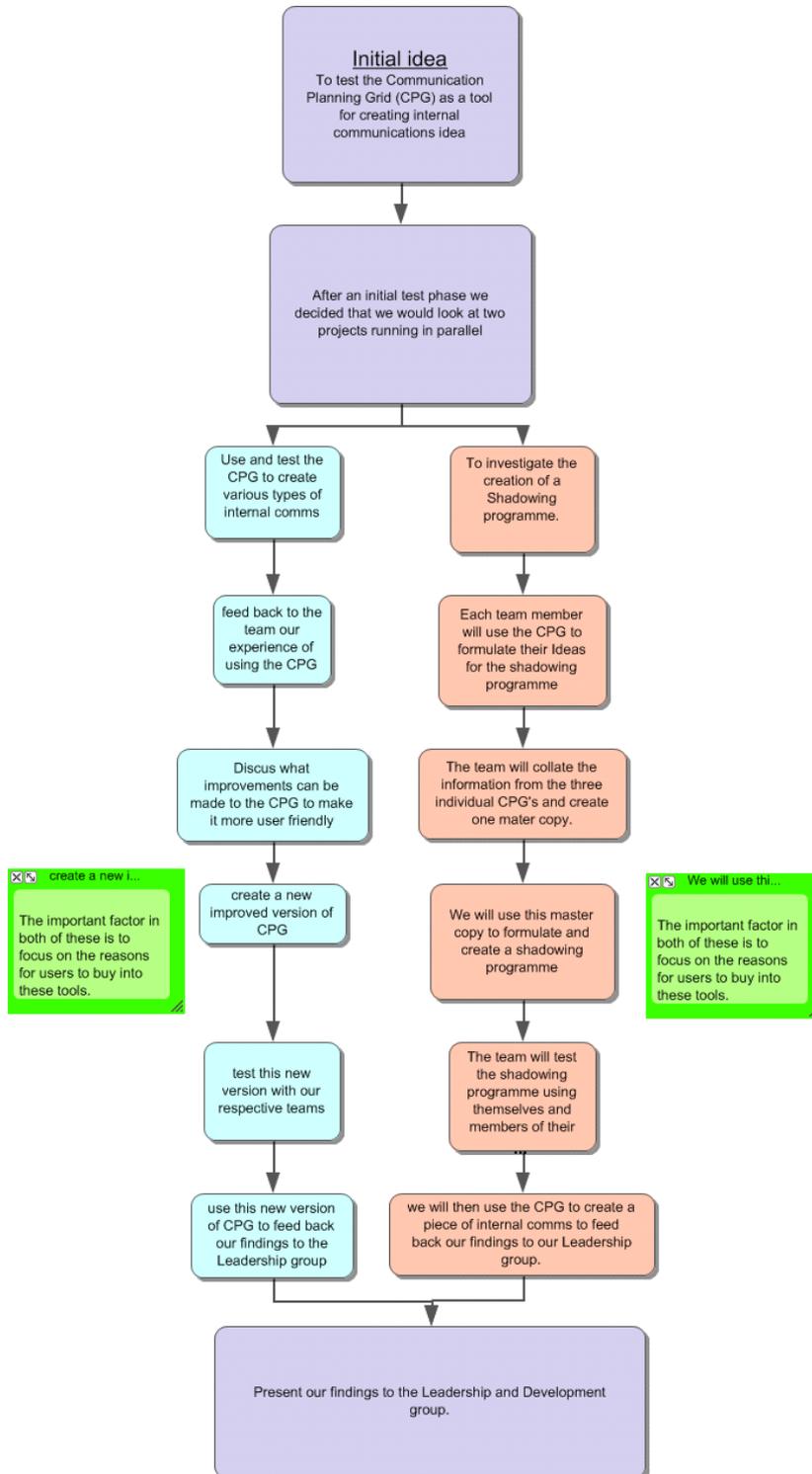
These new versions will be made accessible on the Manager toolkit and we will use one to plan a piece of internal comms to promote the use of the new versions by Staff and Students.

Conclusion:

- We concluded that the existing CPM was a useful tool for planning comms and with a bit of development it can be used for a variety of planning processes.
- We also concluded that the new improved version would need to be promoted and made more accessible for both Staff and Students if they were to actively engage with it.
- Following consultation with Lynne Mason, OD Adviser, we have been advised that it will be possible to set up a link to the CPM from the following page:
<https://staffintranet.bournemouth.ac.uk/workingatbu/staffdevelopmentandengagement/organisationalstaffdevelopmentresources/onlineresources/>
- A copy of the CPM would then automatically be available from SharePoint when linking it to the intranet.
- Once this is in place, we can consult with Internal Comms to promote the CPM and guidelines to staff
- We aim to have the new link ready for the day of the presentation

APPENDIX 1 CASE STUDY FLOWCHART

This shows our initial plan for our case study. This has been changed and adapted over time to our current presentation plan below.



CASE STUDY POSTER / PRESENTATION – 23rd October 2014

Requirements

1 x poster board

2 x lap tops

Table

We plan to present our work using both a poster and an interactive format.

The poster will be on a poster board and will consist of a 'Matrix' style image as back ground surrounded by images identifying the various elements of the CPM e.g key goals, timings etc.

These will be linked to a central A3 version of the CPM via red strings.

On the table we will have two PC's.

Laptop 1 will be linked to the Staff portal which will be showing a link for the new CPM**

Laptop 2 will show potential versions of the CPM e.g on MS Word or Inspiration.

There will also be hard copies of the CPM for people to try or take with them.

Participants can choose a random question from a small tombola to be used to trial the CPM.

The team will be on hand to answer questions or help participants to use the CPM.

** Our objective is to have a link to the new version of the CPM on the Staff portal on the day of the presentation – We will need to liaise with Lynne Mason to try and achieve this.