

# processfix

Winter newsletter 2013/14

## Welcome

How do you know that an investment in training will stand up to the 'real life' test? Is the training material that you were so excited about on the day, destined to end up on 'that shelf' in the office; you know, the one where folders and handouts sit gathering dust while you get back to your day job? The philosopher Confucius is often quoted as saying: "I hear then I forget, I see and I remember, I do and I understand" and this element of human behaviour stands as true today as in 500BC: the benefits of any training course will remain unrealised until you 'say it out

loud' and 'put it into practice'. In this edition of the newsletter, we hear how the Processfix approach is being implemented successfully, and quickly, across a range of processes.

We hear first from Jethron Fox, Director of Strategic Initiatives for EMEA at Sherwin Williams, owner of Ronseal, who tells us how, just one week after a facilitation workshop, they were benefitting from the Processfix approach. To demonstrate durability of the approach, we revisit Gemma Prichard at the University of the

Arts, to see how they are getting on in the second year of their new enrolment process.

We then move to the University of Southampton, where we hear from Anne-Marie Drummond about their recent challenge implementing paperless applications. And in the spotlight at the Institute of Education, Dr. Edel Mahony, Academic Registrar, shares with us how working with Processfix transformed their thinking and has been highly effective in improving application-to-offer conversion rates, followed by strong pull-through to enrolment.

## NEWSFLASH!

### London, UK – February 2014

Processfix streamline St Georges continuing personal and professional development application process for health and social care practitioners.



## Doing what it says on the tin

Jethron Fox is Director of Strategic Initiatives for EMEA at Sherwin Williams, a leading global manufacturer of paints and coatings. His remit covers involvement with any big change projects within EMEA, and growing the business.

Having experienced the Processfix approach years ago whilst working as a management consultant, Jethron knew that when intense process work was required, Processfix would provide the speciality focus together with the necessary depth of expertise and knowledge. That's why, in 2013, he brought Processfix in to deliver a facilitator training workshop within Sherwin Williams. The overriding aim was to empower and upskill the internal teams across the Sherwin Williams group.

**"The experiential learning of the workshop was quickly put to a real life test"**

Jethron's goal is to equip individuals around the business to be able to identify opportunities for improvement and to facilitate and run projects as members of self-directed teams.

"We wanted to 'sow the seeds' for people around the business to be involved in, initiate and run their own improvement programmes. Several participants had done bits and pieces of process improvement training, but had never undertaken a course with such an in-depth and structured approach.

In total, 15 of us took part: myself and Ian Greaves, our IT Director for EMEA, alongside a selection of operations, customer service, finance, project managers and IT staff from the UK, Italy and Sweden. There were colleagues from the Product Finishes, Diversified Brands and Protective & Marine businesses. It was a really good mix of people from different functions and at

different levels in the organisation. The four day workshop, whilst being a lot of fun, was also very practical and hands-on. We didn't just sit and listen, we practiced the application of the tools in a process simulation exercise repeated on each of the four days; this reinforced what we had learnt." The experiential learning of the workshop was quickly put to a real life test. Jethron went on to explain: "Just one week after the

**"after a session with Processfix you don't just get a stack of training material left sitting on the shelf gathering dust. You can get straight out there and put your training into practice within days!"**



facilitation workshop we were benefiting from the Processfix approach. We had already set up a workshop in Italy to run a review and improvement project spanning receipt of an order through to delivery of products to the customer (domestic, export or intercompany). Based on our experiences at the facilitation training we reflected upon and refined our plans over the intervening weekend. This helped to make the first workshop in Italy a success. I was delighted with the engagement and enthusiasm generated and the resulting plans for improvement projects."

"We're hoping to do another workshop soon in Sweden, after a session with Processfix you don't just get a stack of training material left sitting on the shelf gathering dust. You can get straight out there and put your training into practice within days!"

## Rising to the challenge of paperless applications

In our summer 2013 newsletter, we heard how the student experience is being improved at the University of Southampton, with the student service teams pro-actively managing the relationship right from the first point of contact, through to joining the alumni. Anne-Marie Drummond shares with us how they have dealt with the recent challenge of paperless applications imposed by UCAS.



"The UCAS deadline for paperless applications was September 2013, so it was critical that both our hub and faculty teams were well prepared in time for this round of applications, and that they continue to be supported by systems and processes that will facilitate this new approach.

Within our student record system we already had a viewing tool that we would be able to utilise to achieve our aims. Our challenge was to work out the necessary processes around the eight faculties and the central admissions hub. We needed to think about how we were going to enable each faculty to find their starting place and from there to change their own systems and processes to switch from paper to computer screen when reviewing applications."

The Registrar brought Processfix in to run a workshop that would ensure that the faculties and admissions hub could meet together, explore what they did currently and work towards a general process that would

be paperless. The participant mix represented the faculties across functions: recruitment, outreach and admissions team leaders, as well as academics. Anne-Marie went on to explain

**"In a year's time, I expect paperless systems for undergraduate processing will be a bit 'old hat'. But in the meantime, we're pleased to be meeting our goals"**

the importance of this range of workshop participants: "As the roles and responsibilities of the attendees varied, different ideas were aired during the workshop. This gave an all-round view of our requirements which was very valuable. Each of the attendees intersected with the applications process at different times and with different outputs, but their end goal was always the same."

It is still quite early days in the implementation of the new processes and tool. The team in the admissions hub are providing training to the academic members of each faculty to demonstrate how the tool can be used to support their individual faculty requirements. It is expected that each faculty will tailor their use of the tool and that will continue to evolve throughout a cycle of bedding-in, and becoming what people need it to become.

She went on to say: "Winning the hearts and minds of the community has been and will continue to

be challenging. But having the workshop has helped with that. It brought all the teams together in a single room; everybody had ownership of the process and knew what was going on. Spending three days in a room together was a very positive experience and helped to create buy-in. The recruitment outreach and admission team leaders are also involved in training the academic members of their faculties and have built their own original faculty specific processes so that they can use the tool in the context of their own existing processes."

"In a year's time, I expect paperless systems for undergraduate processing will be a bit 'old hat'. But in the meantime, we're pleased to be meeting our goals."

*If you would like to talk to the admissions hub team about their recent experience, please contact Georgina Fluke via: [admissions.hub@soton.ac.uk](mailto:admissions.hub@soton.ac.uk)*

## Catching up with the University of the Arts, London

In Autumn 2012, we spoke to Gemma Prichard, Head of Admissions and Enrolment at University of the Arts London, about improving their enrolment process. They had developed an implementation plan following a Processfix workshop and successfully launched their revised process in the August of 2012. In this issue, we catch up with Gemma and find out how well the process has performed in its second year.

### How have things been going with the enrolment process?

The enrolment process has been working really well: the students seem happy and of course, it's about the staff experience as

well, and they are happy too. The enrolment process had been quite stressful in previous years; the overwhelming feedback this year is that the majority went really smoothly. There are still, as might be expected,

**ual:** university of the arts london

**"a great experience for the applicants and an enjoyable experience for staff"**

some minor issues, but overall it's just got better and better.

Of the group of students who are able to use online enrolment we had a 100% success rate, which is fantastic. And following their online input, this year most of the new students completed their enrolment within 10 minutes of turning up on the day. The flow through was very smooth and I didn't hear of any issues at all.

### Are there any areas you need to refine?

We have found that regardless of the success of the enrolment process, since we don't have electronic registers/swipe-in, we do still need to see all the returning students once each term to offer proof to the Student Loans Company of their attendance.

**Continued opposite...**

## In the spotlight: Dr. Edel Mahony, Academic Registrar, the Institute of Education, University of London

Edel Mahony has been at the Institute for nearly 10 years. Prior to this, she developed her career in student services and funding at Kings College and London Metropolitan University (previously London Guildhall).



### **“The workshops were described as “transformational” by those who participated”**

#### **How do you think student expectations have changed over the past 20 years?**

I think that depends on which university sector you've been in. The Pre-92s\* I think were originally ahead of the curve in terms of student services, processes and demonstrating value for money. I think that came later to the Post-92s\*, and certainly has come to all with the current funding systems! The funding regime is now student driven and with that has come a complete 'ramping-up' of expectations: the customer is paying at point of receipt and has high expectations of service from the outset. At the Institute, we're predominantly research intensive and the bulk of our provision is still post-graduate. When we survey the students we are always surprised at the frequency with which they compare their experience of our service with that of their undergraduate university. We have to measure up to their previous experience, if not exceed it.

### **“Being able to deliver measurable gains in a reasonably short period of time has enhanced institutional belief in what we are trying to do”**

*\*Pre-92s and Post-92s refer to institutions that were universities prior to 1992 and those that gained university status through the Further and Higher Education Act 1992.*

#### **How have you gone about developing your processes to meet student expectations?**

Over the past two to three years, we've made a considered effort to look at our services and gather feedback. We made a strategic decision to look at all our front-facing processes and called Processfix in to help us with this, since they offered a speedy and cost effective way to bring about change. The workshops were described as “transformational”

## **11%** increase in enrolments

by those who participated. Processfix transformed our thinking on how to use data in evaluating and redesigning the three processes we've addressed so far: post-grad applications, enrolment and fees/invoicing.

#### **What has had the most impact so far?**

Being able to deliver measurable gains in a reasonably short period of time has enhanced institutional belief in what we are trying to do and given us the credibility to continue along this path. We rolled out our new postgraduate applications process in 2012/13 and we saw strong increases in conversion across every phase: from application, to offer, to acceptance and to enrolment. We have ended the year with an 11% increase in enrolments in this area, which is undoubtedly a result of the new process and the work we undertook with Processfix. Applicant feedback on the experience has been extremely positive, even from those who didn't secure a place, which was something we hadn't anticipated.

Colleagues now look at processes as a matter of course when considering new areas of activity coming onstream.

#### **What's next for the Registry at the Institute?**

The wider Institute is beginning to adopt a programme approach to process re-engineering, on the basis of our own experience. Already we're seeing other areas expressing an interest in having workshops on their own processes.

### **“it's given us confidence about achieving improvement in a reasonable period”**

Within Registry, we're spear-heading a programme of change across the student lifecycle, from enquiries to alumni relations.

Working with Processfix really has been transformational; it's created an appetite for change and it's given us confidence about achieving improvement in a reasonable period and of being able to demonstrate the benefits. The challenge for us now is how best to scale up within the Institute.

#### **...continued**

That's still a challenge that we have to solve, but thanks to the efficiency of the process, we have been able to separate out what really needs to happen and can work on achieving that as a separate process.

#### **So overall, you'd say you're happy with progress?**

Definitely! I wanted to get to a position where enrolment is a seamless process for new students; it's the last bit of the admissions process and I want it to be a great experience for the applicants and an enjoyable experience for staff. It's definitely on the way to achieving that aim.

### **“this year most of the new students completed their enrolment within 10 minutes of turning up on the day”**

---

## About us

---

Organisations rely on processes to get things done. Often these simply evolve over time and become inefficient ways of working. Processfix bring powerful, proven and behaviour-changing techniques to bear in a professionally facilitated environment.

We focus on engaging your teams in their own improvement, empowering them to re-evaluate the way they do things and to develop new and improved ways of working that transform performance and deliver immediate results.

Whether you require Rapid Improvement Workshop facilitation, training, project leadership or an organisational wide process improvement programme. Processfix specialise in facilitating your team, delivering immediate benefits and instilling continuous improvement across your organisation.

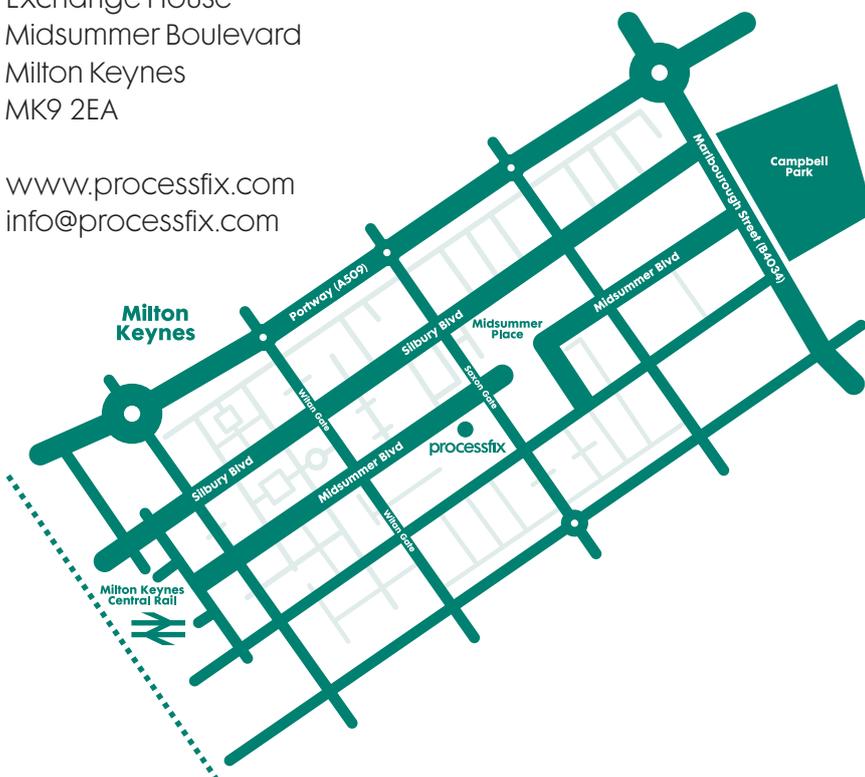
---

## If you would like to find out how Processfix can benefit your organisation, please contact us at:

---

Processfix Limited  
Exchange House  
Midsummer Boulevard  
Milton Keynes  
MK9 2EA

[www.processfix.com](http://www.processfix.com)  
[info@processfix.com](mailto:info@processfix.com)



---

## And Finally...

---

Anglia Ruskin University launch programme to re-implement student registration system



Book on-line for the next  
Processfix masterclass at  
[www.processfix.com](http://www.processfix.com)

---

**Next masterclass**  
**27th February 2014**  
**Price £495 per person**  
**Book on-line at**  
**[www.processfix.com](http://www.processfix.com)**

---

---

**T +44 (0) 1908 255 993**  
**F +44 (0) 1908 255 700**

---



Printed on recycled paper.

Processfix® and fixit® are registered trademarks of Processfix Limited. This publication is copyright Processfix Limited and may not be reproduced or transmitted in any form in whole or in part without the prior written permission of Processfix Limited.