

Welcome

This quarter we're spotlighting an inspirational transformation led by an international marketing team who turned a complex, time-consuming scholarship process into a proactive applicant-friendly experience.

With the help of Processfix, what began as a challenge to streamline the process soon evolved into something much greater; a shift in mindset, culture, and connection across departments. This is a story of people: of lightbulb moments, shared purpose, and the surprising creativity that can emerge when we step away from routine and embrace a new way of thinking.

This article shares their journey and why investing their time into thinking differently paid off. Whether you're dealing with growing customer demand or simply just keen to develop better ways of working, we hope this story sparks new ideas and reminds you that real change starts with fresh perspective.

NEWSFLASH!

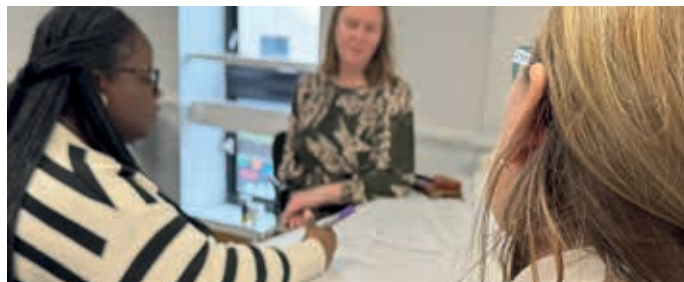
Southampton, UK – May 2025

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CORNERSTONE review fabrication
order process ahead of major
expansion



Investing in scholarships pays off for Nottingham Trent University

Helen Smith, Head of International Marketing and Operations, launched her career at Boots the Chemists and Capital One, gaining valuable experience before joining Nottingham Trent University in 2009. Her time in the retail and financial sectors provided an ideal foundation for developing the marketing expertise she now brings to the Higher Education landscape.



"Having a degree in science and a PhD, my background wasn't in marketing, but the skills I gained have proved invaluable at the university. Whether I've promoted vitamins, credit cards or university courses, understanding the needs of the customer is the key to success."

"As Head of International Marketing and Operations, I lead the team in attracting students from across the world for what can be a life changing opportunity. One of our main levers is the international scholarship scheme, through which we award students financial support for their studies."

"With the growth in student numbers, we've seen a huge rise in applications for our scholarships. Whilst we have always ensured our students expectations are met, the process to assess applications and confirm their eligibility was taking an increasing toll on my team."

"The process had evolved and we found ourselves managing a large amount of data across multiple systems. We relied on

an eagle-eyed attention to detail to spot mistakes, but the process still carried the risk of errors, too much complexity and an unsustainable burden on my team."

"Having scoped the process we identified twelve colleagues from across our International, Admissions and Academic departments to take part in the workshop. Some questions were raised as to why we needed to dedicate three days, although we were soon to find out!"

"We were all exhausted at the end of each day, but the outcome, reducing the number of steps in the process from 52 to 18, was worth it!"

"During the workshop Processfix helped us unpick our current process. It was enlightening to see our customers' needs defined and the steps mapped out so clearly, alongside our data displayed in a way that enabled easy interpretation."

"Every technique was introduced using simple examples that we worked through together as a team, before applying to our own process. This meant we all had a clear understanding of what we were trying to achieve and gained a fast-tracked knowledge of the techniques used."

"The workshop was fun, fast paced and really brought all the team together, from our newest member; a recent graduate with just three months experience, through to one of our senior managers with 24 years' experience, everyone's input was valued."

"There were many light bulb moments and Processfix constantly challenged us to think differently. It was like going through therapy. We were all exhausted at the end of each day, but the outcome, reducing the number of steps in the process from 52 to 18, was worth it!"

"It was refreshing to have the space to think differently away from our day-to-day activities and to work collaboratively across departments. We've come away with a clearly mapped and achievable new process, one which we're all behind, and a clear action plan to implement it."

"I think we can all see the need to invest three days and how valuable it was. You could see us change the way we were thinking and the language we used. And how we'll be able to apply this new way of thinking across our work and life!"

"We'll be meeting up with Processfix in a year's time to review how things have gone and to share our experience of implementing the new process. No doubt we'll have some fun when we gather together and reflect on how far we've come since the initial workshop."

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.

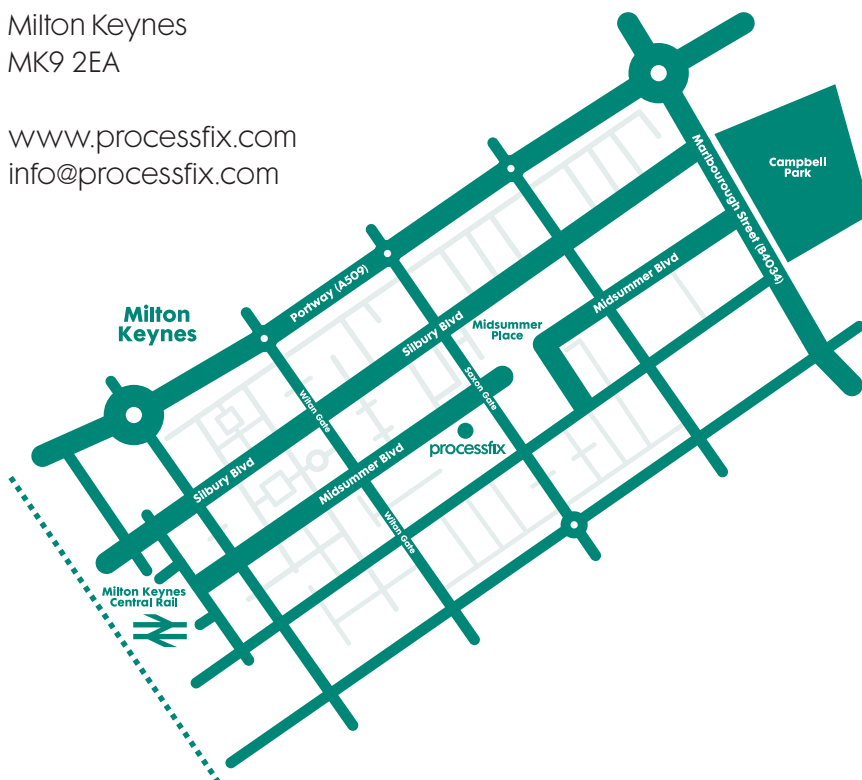
We focus on engaging your teams in their own improvement, empowering them to re-evaluate the way they do things and to develop new and improved ways of working that transform performance and deliver immediate results.

Whether you require rapid improvement workshop facilitation, an organisational wide process improvement programme or to develop and train your team. Processfix specialise in engaging your people, 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:

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