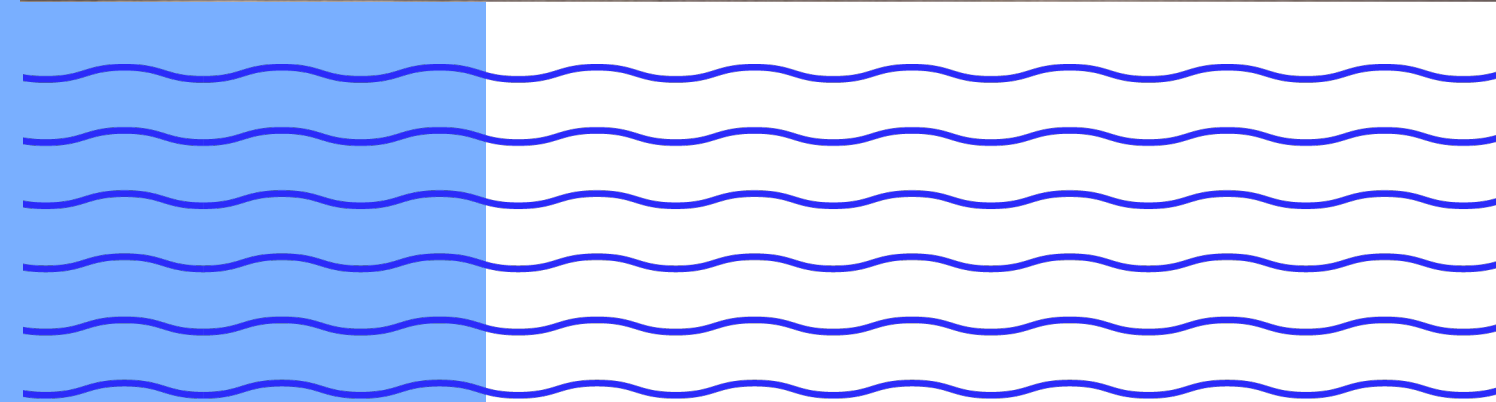


Today's agenda

- 11.00am How does student representation work?
- 12.15pm How the higher education sector works
- 2.00pm Students' unions and the law
- 3.15pm Understanding fees, loans and student finance
- 4.30pm How to be an influential and effective SU officer



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How to be an influential and effective SU officer



This session

- Understand some of the conclusions from three years of interviews with outgoing officers
- Describe some of the actions and habits of those who have appeared to be happier and more successful than the average
- Consider how to approach the year ahead (and in particular the summer) with all that in mind

Great officers...

- Interviewing outgoing officers and observing current officers over past three years
- All officers are different, years are different, SUs are different and so on – but there are commonalities
- Important not to be fatalistic – anyone can be a great student officer
- Separate sessions on influence and social media later in the summer

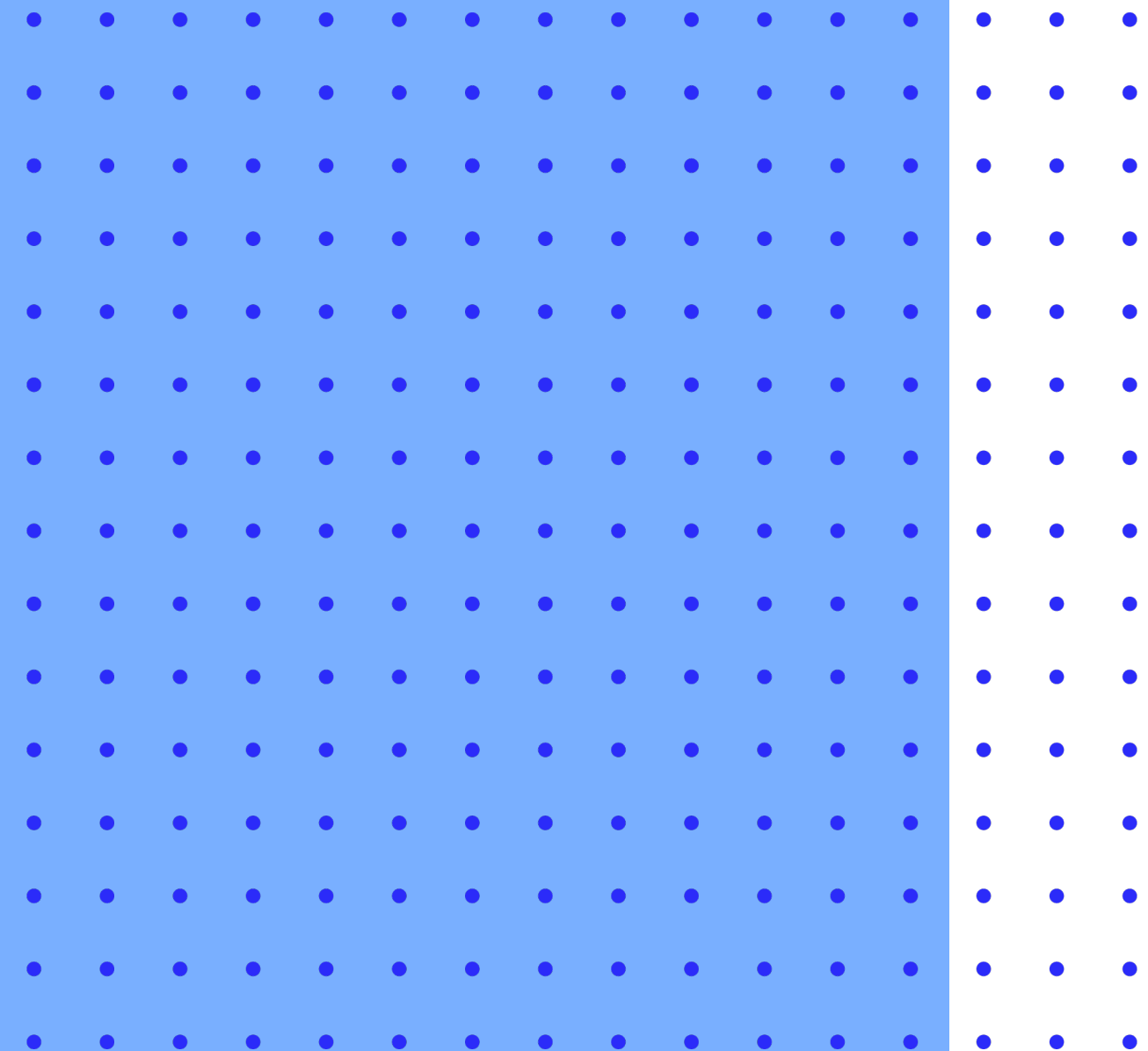


1. They've been there forever

- Or they make it feel like they have
- They know everyone in the room
- They remember things from previous meetings
- They know the history

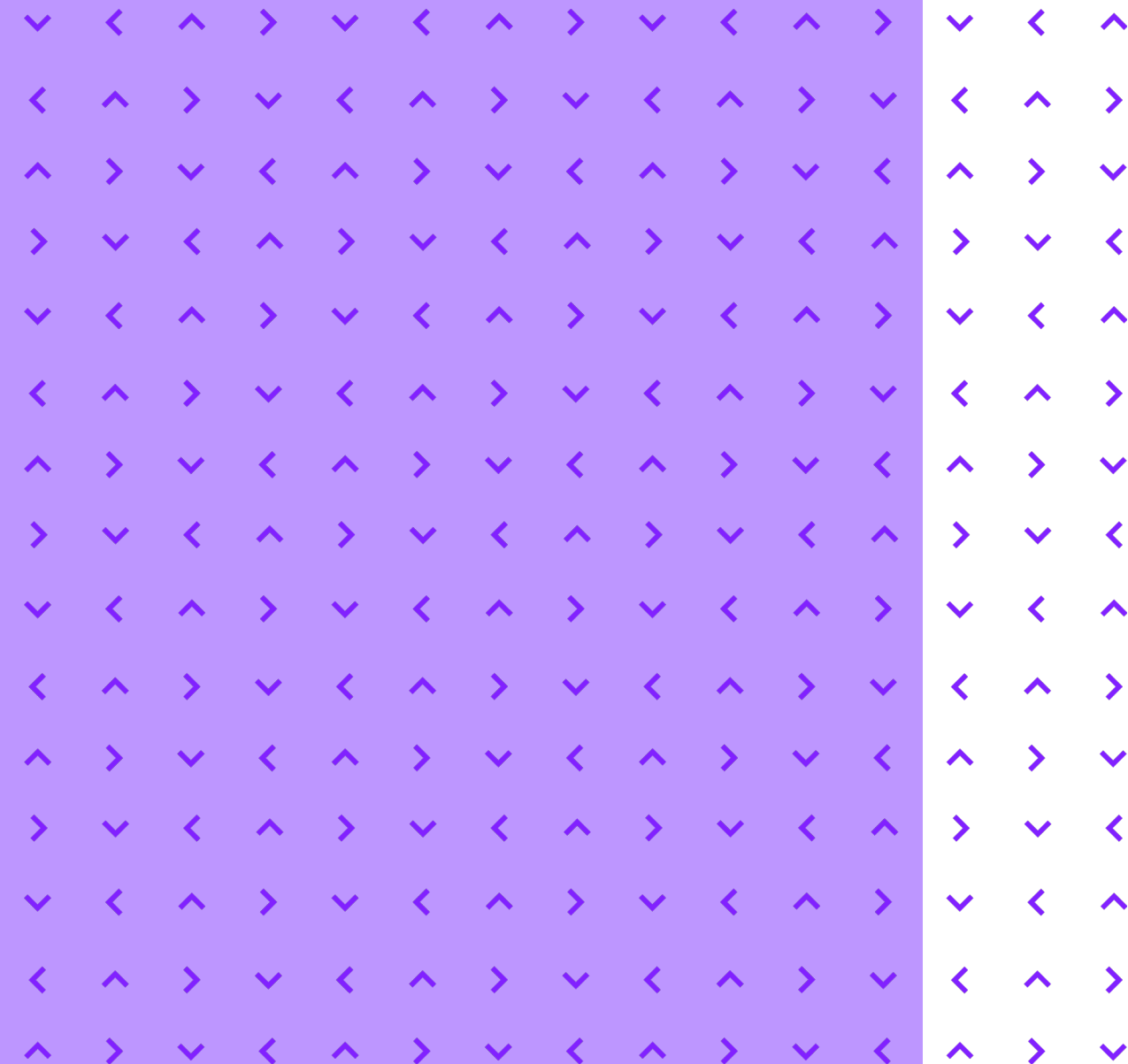
2. They perspective take

- They research the B/G and views of others
- They take care to demonstrate empathy (even if wrong)
- They amend so their objectives become compatible with others'



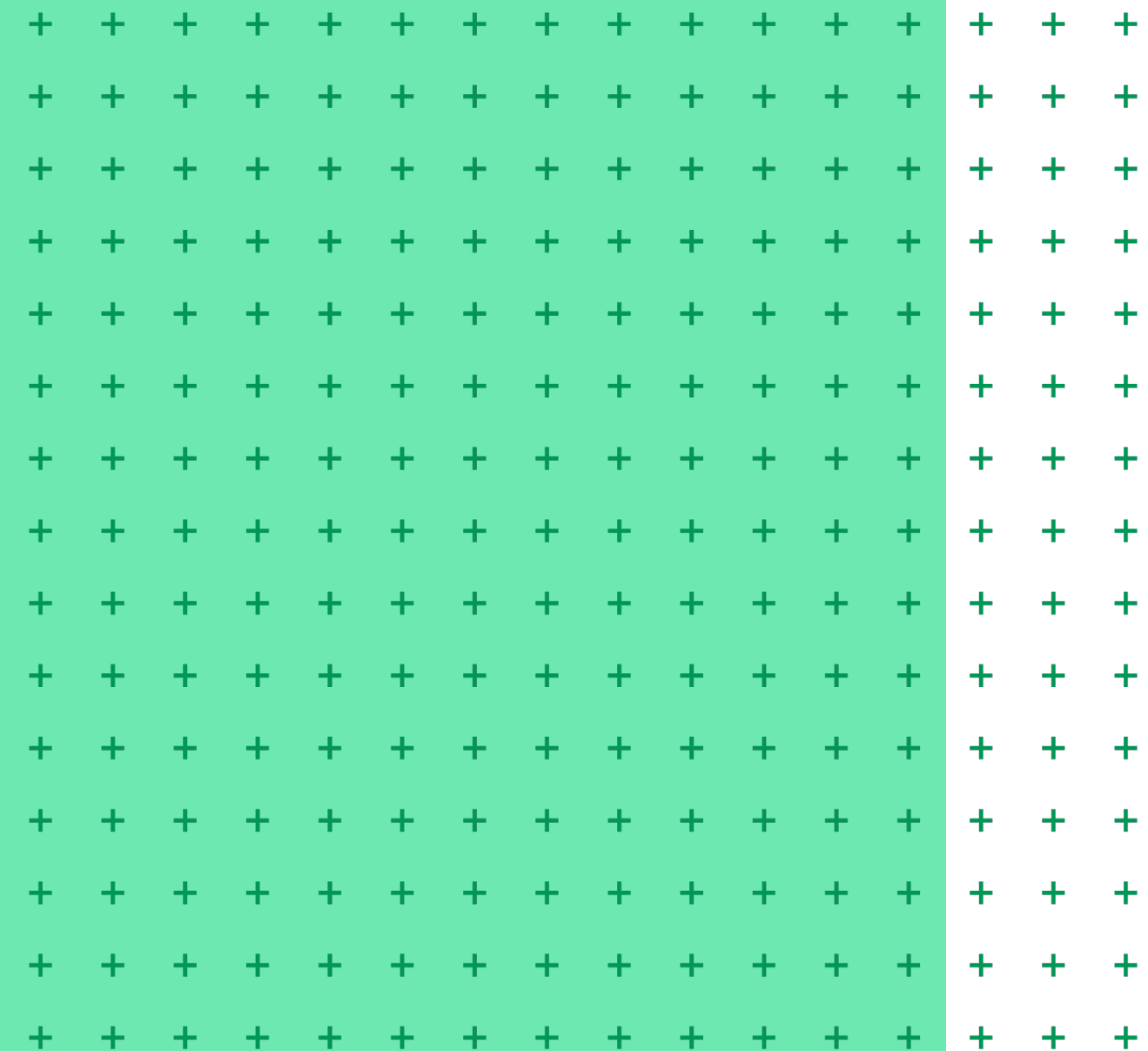
3. They are still a student

- They read a lot
- They learn around their role and issues
- They seek and act on feedback from others



4. They make expectations clear

- Harder to challenge wants than expectations
- Harder to challenge standards and impacts than it is actions
- As a governor? As a student? As an officer? As someone who...

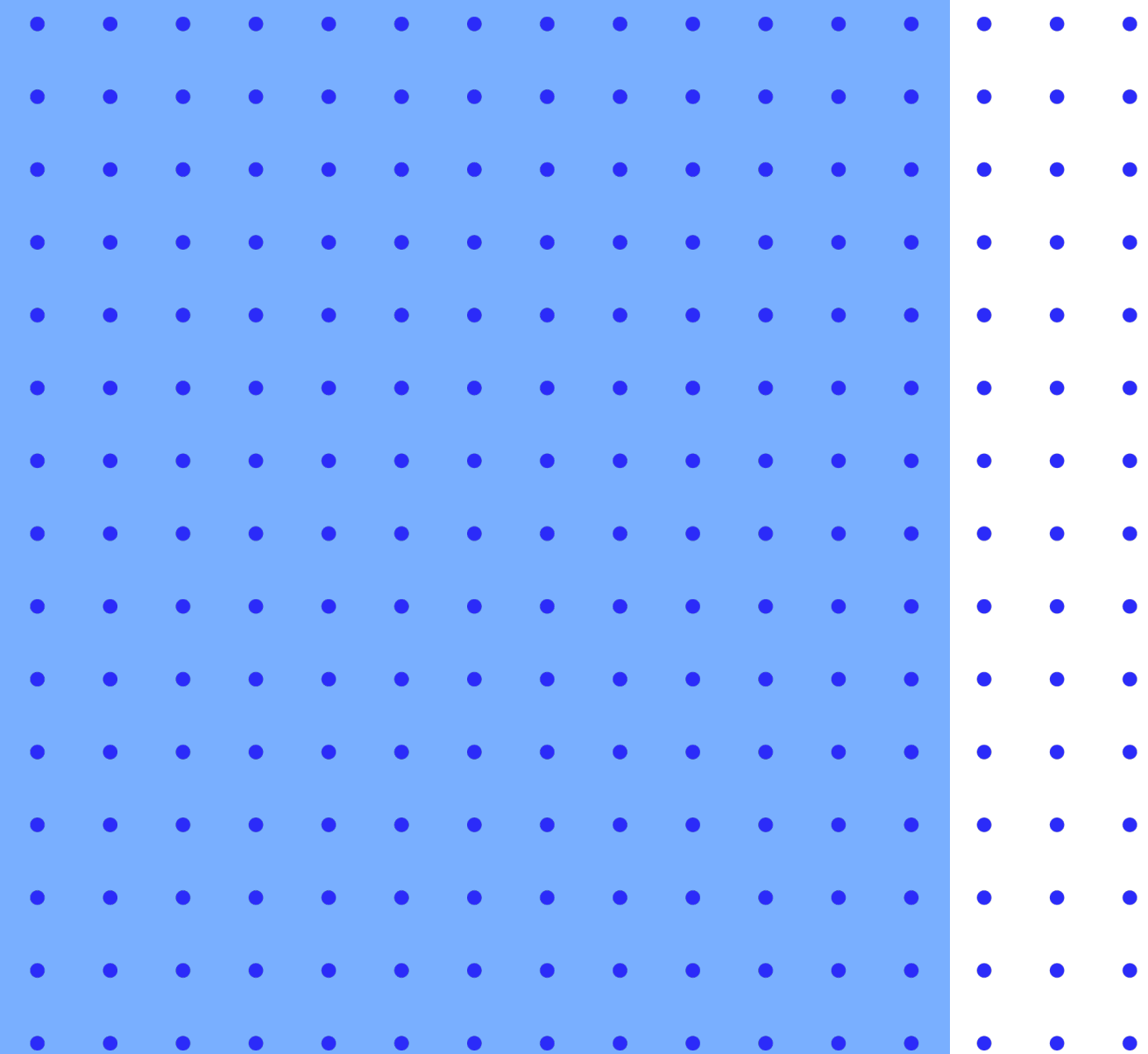


5. They use the gratitude jar

- They thank others a lot
- Handwritten or by email
- Personal gratitude lasts and lingers esp when there has been difficulty

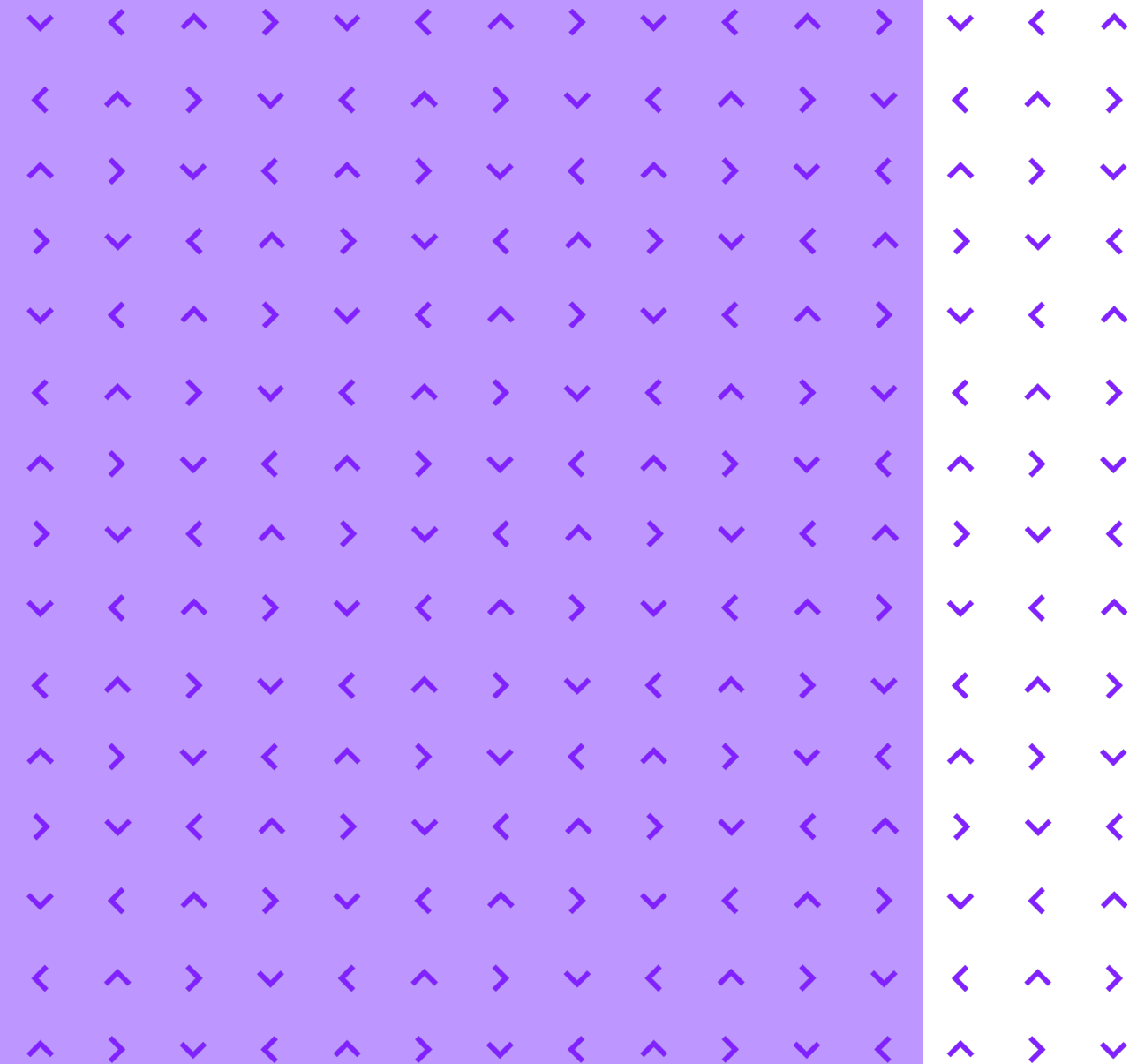
6. They tell stories

- They recount tales of when they were a student to illustrate
- They explain (/translate) how things work in students lives
- They involve others in their reasoning and thinking



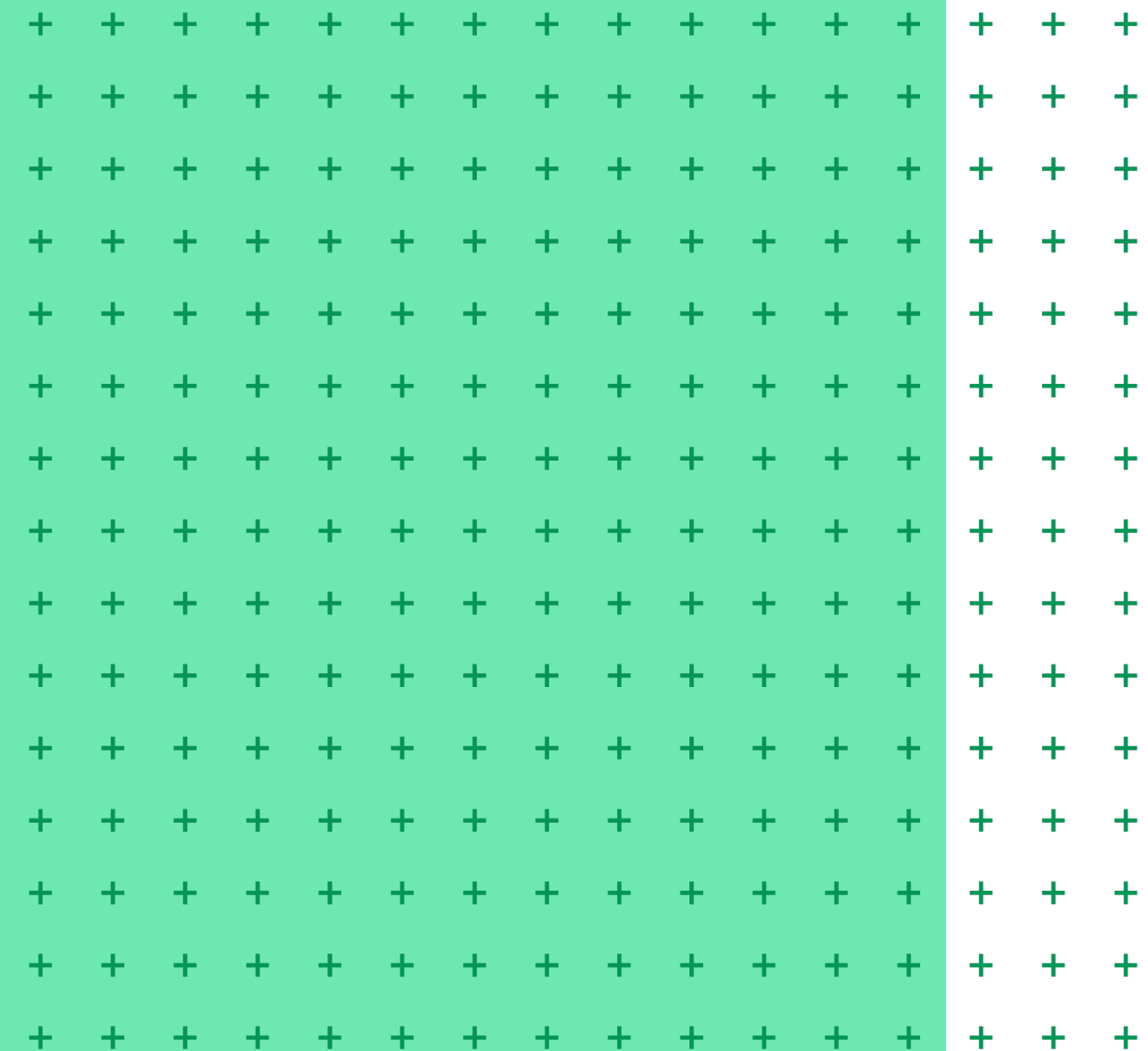
7. They display curiosity

- They ask lots of questions about people and things
- They want to know about others' lives and thinking
- They crave explanation rather than look like they "know"



8. They ask for help

- They set their asks and demands in terms of tasks to be completed and puzzles to be solved
- They frame demands as shared purpose
- They identify those most keen to offer help

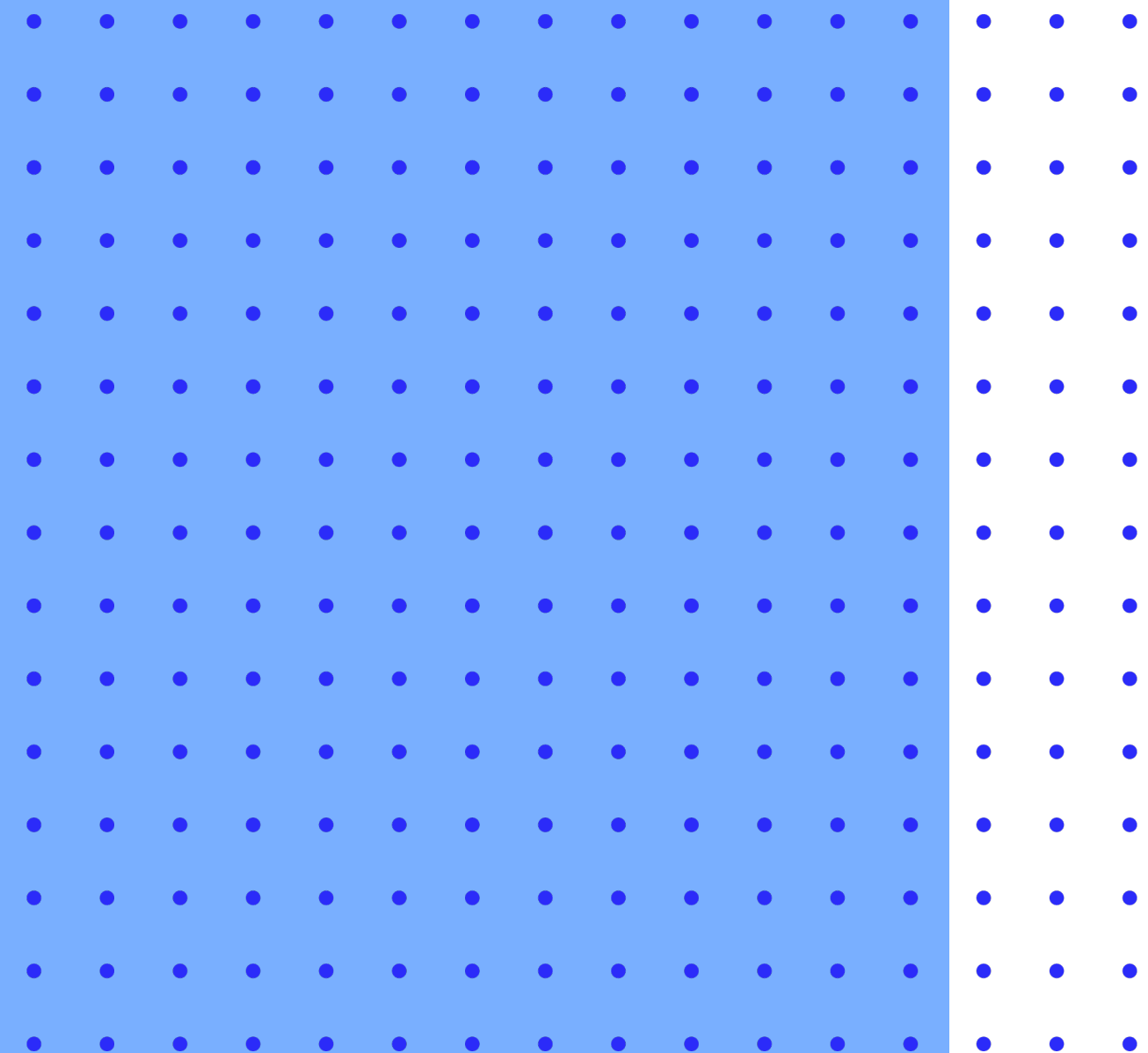


9. They maintain normals

- They retain or maintain a group of people who take it all much less seriously
- They build networks across the student body and staff of the university

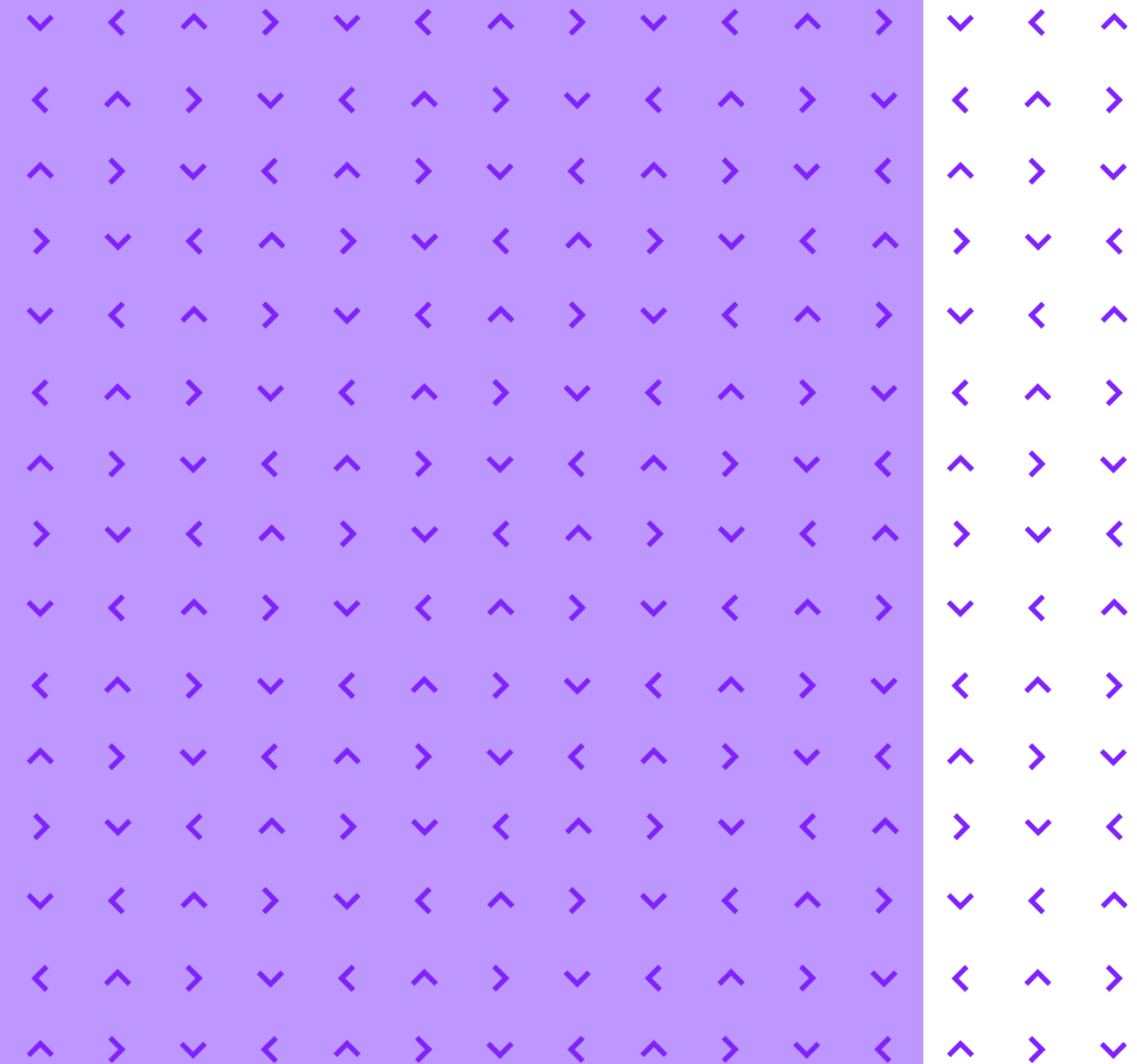
10. They bend time

- They speed up in the first half of the year – because there's no time to lose
- They slow down in the second half of the year – banking the relationships and wins



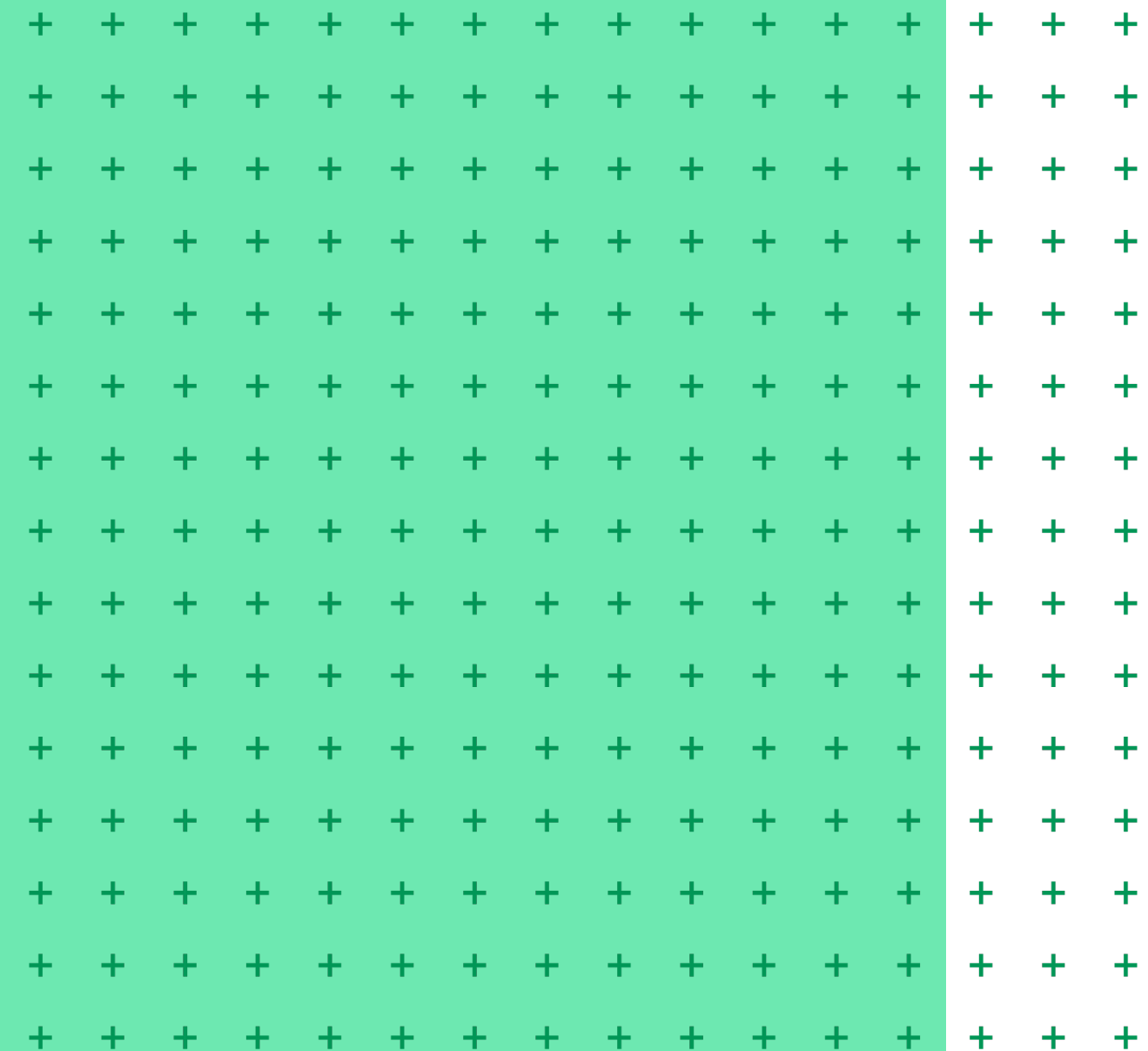
11. They are the first to make peace

- They always make the first conflict resolution move
- They seek and give feedback
- They broker peace between others
- They walk, eat and drink



12. They reduce anxiety in others

- They explain what will happen and are clear about what is expected from others
- They make clear what will help and what will hinder

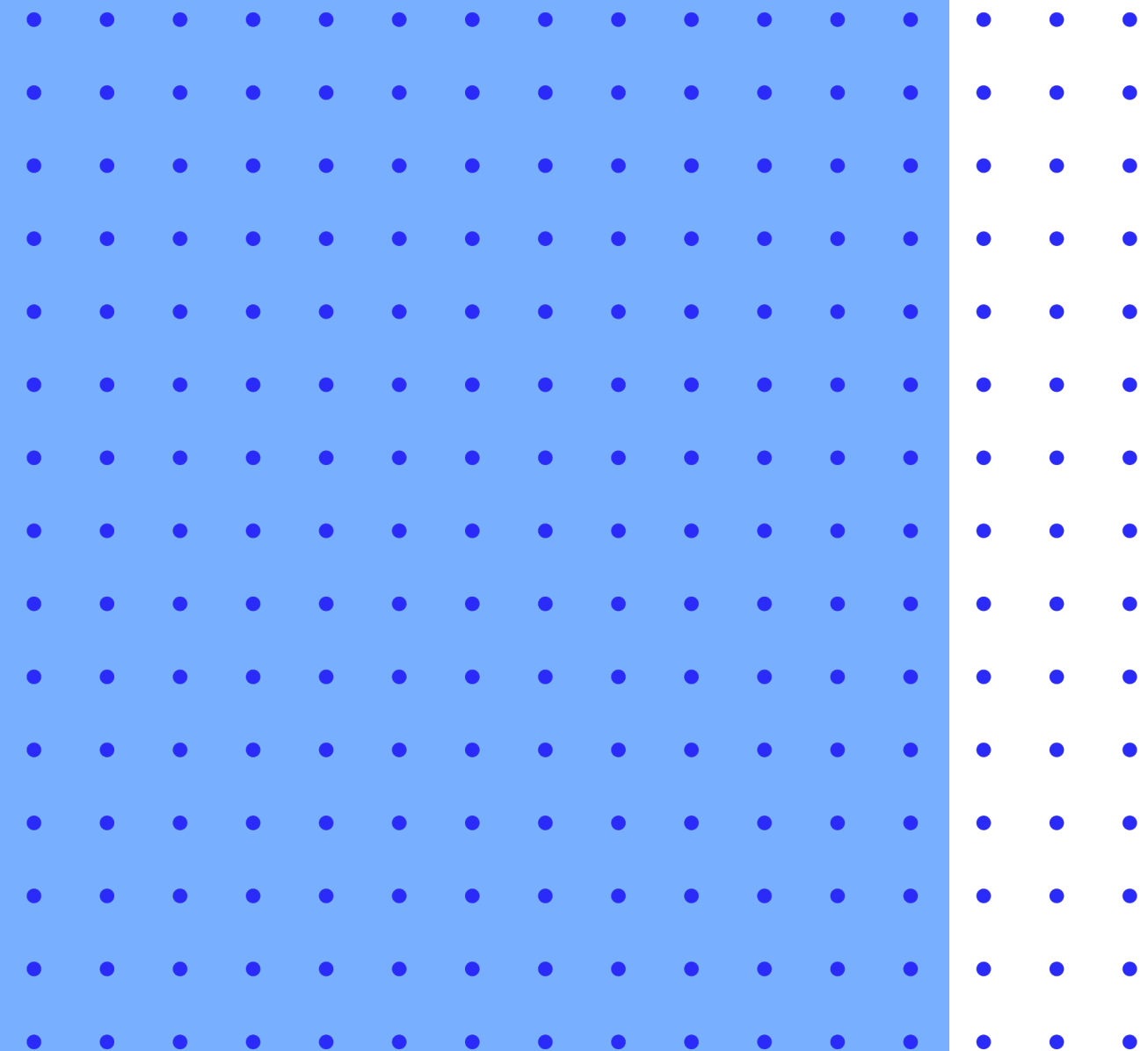


13. They hoard evidence

- They have a go-to grab bag of stories, stats and examples of practice from other universities
- They deploy whenever they need to – in conversations, meetings or presentations
- This drives perceptions of expertise and authenticity

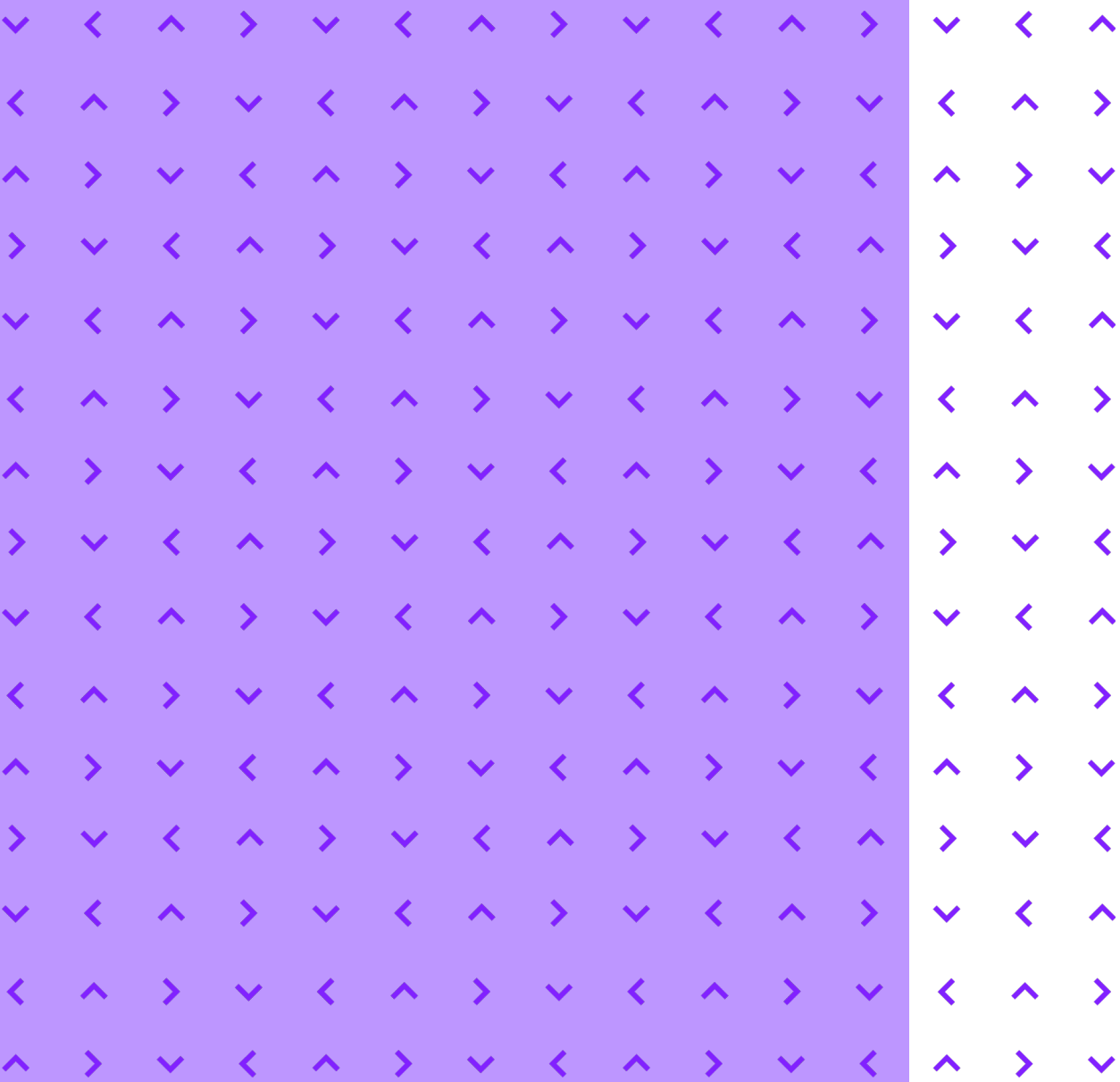
14. They reassess the three-way choice

- Allow to be fobbed?
- Deliver within the groove?
- Cause special and extra effort?



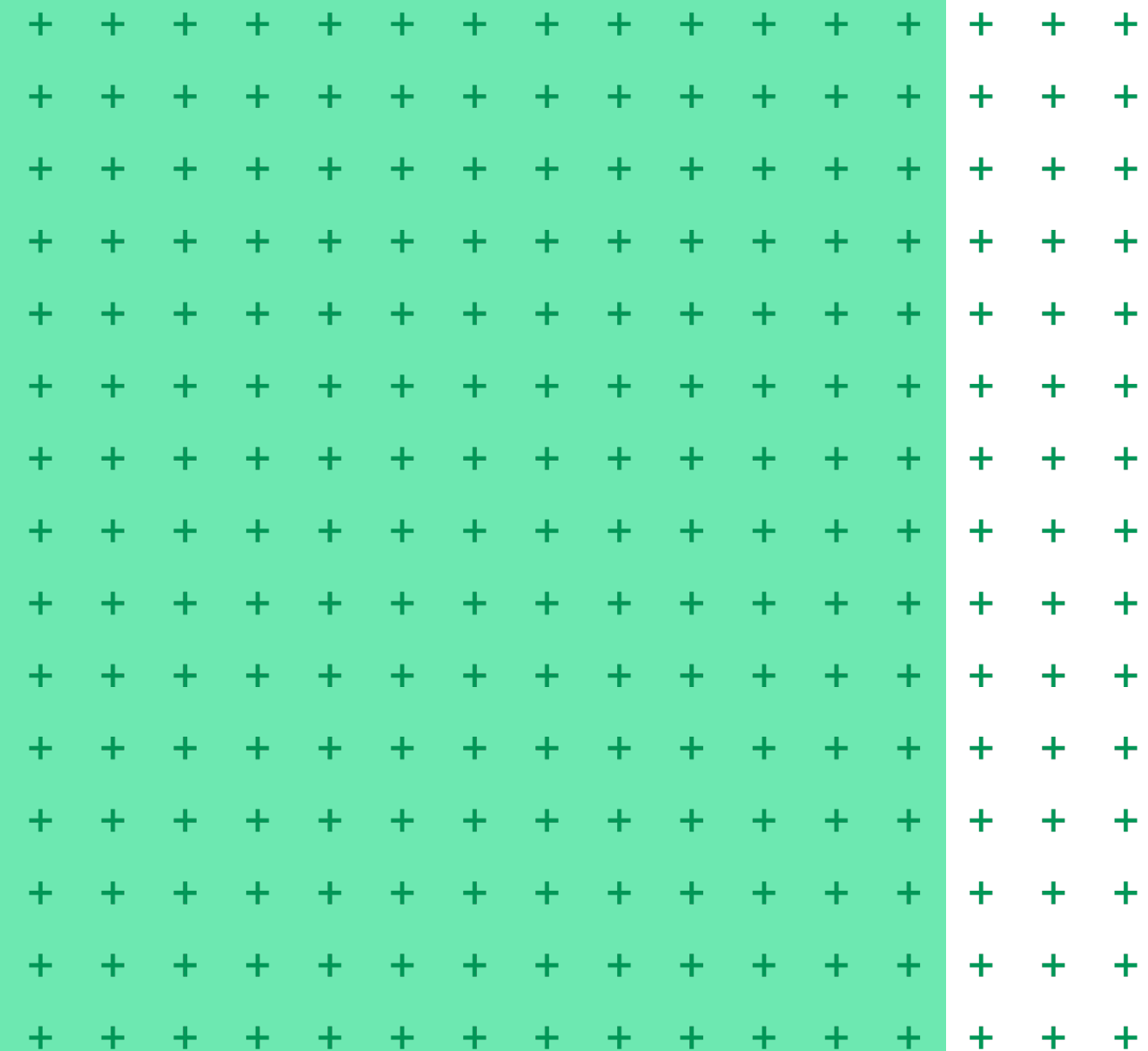
15. They are discussed

- They generate watercooler moments
- They cause surprise
- They know they'll be defended



16. It's not that deep

- It really isn't



How to be an influential and effective SU officer



Thanks



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