



### **Lay the groundwork before you engage.**

Give stakeholders a realistic, big-picture view of your institution's current position in the higher education landscape, of evolving student and workforce needs, of your evolving competitors, and of the emerging trends and disruptive forces shaping the future.

Everyone needs **context**.

### **Open minds to wider horizons and ambitious possibilities.**

The years ahead promise exponential change, new technologies and business models, and your entire campus will need to embrace innovation, transformation, and collaboration. Your stakeholders need **inspiration**.

### **The most innovative ideas arise from the collision of diverse perspectives.**

Engage campus leaders and stakeholders across units and disciplines, build a shared understanding, stretch their imaginations, and start exploring potential trajectories – towards a horizon 5 years or even 5 decades hence. With the right catalyst, you can ignite campus-wide innovation, excitement, and enduring **dialogue**.

## **Eduvation Jumpstart**

### A Launchpad for Strategic Planning



### **Ken Steele is a catalyst who can energize your whole campus community.**

Ken synthesizes a vast array of up-to-the-moment research data, trends and forecasts into a fine-tuned environmental scan, a competitive reality check, and a long-term view of the horizon. His provocative, future-oriented sessions include dynamic media and real-time polls, and will entertain and enlighten your governing board, senior leadership, staff and (yes) even faculty.

**In as little as one day, you can ensure your key stakeholders comprehend what's going on, what's ahead, and what matters... and pave the way for a successful strategic planning process!**



## Pre-Launch

*Some preparatory work is always included to ensure success, although it can expand to meet your needs:*

**Exploratory Consultation.** Ken discusses the current realities of your people and your institution, existing plans and priorities with you.

**Background Synthesis.** Ken reviews existing institutional plans, reports and research findings, to compile a preliminary SWOT and key questions.

**Competitive Intelligence.** Ken investigates current brand positions, strategic plans, recent investments and news headlines for 4 to 6 of your key competitors.

**Environmental Scan.** Ken refines and selects trendlines, forecasts, innovations, and best practices for presentation on campus.

**Draft Agenda.** Ken reviews his preliminary thoughts and draft agenda(s) with you in advance.

## Ignition Point

*We can plan a series of stakeholder sessions, from short presentations to half-day workshops or even full retreats. Ken's per diem includes up to 8 hours in any combination:*

**Campus Town Halls.** Ken provides a synthesis of his environmental scan, emerging trends and future forecasts. Time permitting, this can include scenario planning or brainstorming, to get participants talking. Faculty sessions could focus more on research, programs and pedagogy, while support staff are more concerned with student services, operations, and enrolment management.

**Client Debrief.** Typically, Ken debriefs with you after the Town Halls, sometimes informally over lunch.

**Executive Team.** A session exclusively for senior-level administrators can either build on the content of the preceding Town Halls, or provide a streamlined recap. This group will want to explore strategic opportunities, financial pressures, and other potential challenges in a more frank, unstructured way.

**Leadership Workshop.** A broader group of your academic and operational managers could likewise meet, either to build on the content of the Town Halls or for their own customized environmental scan. This would likely be a highly structured session, and the agenda would be reviewed carefully with you in advance.

**Board Presentation/Retreat.** Ken is frequently asked to provide governing boards with a high-level overview of higher education trends in Canada and around the world, intriguing new practices, and provocative future scenarios. Typically, this audience has less academic or operational knowledge, so the presentation is framed as board development, and discussion stays focused on matters of mission and governance. (Your executive team may want to attend, either to present institutional context or merely to inform breakout discussions.) This could be a 90-minute presentation during a regular board meeting, or Ken could work with you to design a full board retreat focused on strategic planning.

**Jumpstart** your strategic planning process with a **catalyst** who will provide **big-picture perspective, and spark innovative thinking** on your campus!

To explore the possibilities, please [drop Ken a note](#) or [schedule a chat](#) at your convenience!



[www.eduvation.ca](http://www.eduvation.ca)

## Testimonials

“Effective strategic planning demands both a **deep understanding** of where you come from and a **long-range perspective** on the many potential disruptions and innovations that lie ahead. Ken engaged our board and leadership team with a **dynamic, thought-provoking overview** of the challenges and opportunities facing higher education between now and 2050 that added a lot of value and set the tone for an **impactful** and **enjoyable** day.”

**Dr Benoit-Antoine Bacon**  
*President & Vice-Chancellor*  
*UBC*



“Ken Steele was instrumental in supporting our Senior Management Team and Board of Directors regarding trends and issues affecting the post-secondary sector. With his **engaging style** and **extensive knowledge** of higher education, Ken was **informative** and **thought-provoking**. The Board and Senior Leadership Team were **inspired** by Ken’s **energizing** presentation, and the effective manner in which it was delivered.”

**Dr Larry Rosia**  
*President & CEO*  
*Saskatchewan Polytechnic*



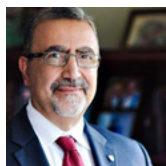
“Ken has a **truly remarkable command** of current developments in the world of postsecondary education, both in Canada and beyond. His presentations are **engaging, stimulating, and provocative** — and delivered in a manner guaranteed to make audiences **think about the future** direction of PSE and the ways in which their own institutions might make the most of them. I recommend him **highly**.”

**Dr. Leo Groarke**  
*President & Vice-Chancellor*  
*Trent University*



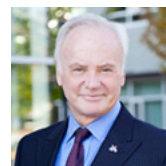
“Thank you for your **excellent** presentation at my annual Board of Governors’ retreat. I wanted the Governors to hear about what’s happening in our higher education world today, what are the **external forces** and influences that can, and will, **disrupt** our relatively slow moving sector. You did a **great job** of very clearly identifying the trends, challenges and issues from various perspectives; students specifically and society in general. It was **educating, insightful** and to my personal liking, even **provocative**.”

**Dr Feridun Hamdullahpur**  
*President & Vice-Chancellor*  
*University of Waterloo*



“Our Board ended up having **one of the best retreats** it has ever had, and many connections were made back to Ken’s presentation... Ken is **filling a large void** in the Canadian system through his work!”

**Dr Alan Davis**  
*President & Vice-Chancellor*  
*Kwantlen Polytechnic University*



“In one word, Ken’s presentation was **‘OUTSTANDING.’** He was **strategic, informative, engaging and entertaining**. In our formal evaluation of our planning session, Ken’s presentation was ranked the highest, receiving an average score of **9.6** out of 10. We will definitely be using Ken’s services in the future.”

**Dr. Gordon Nixon**  
*Vice-President Academic*  
*SAIT Polytechnic*

