



# SOCIUS

— alumni & community strategists —

## SOCIUS SOLUTION FOCUSED COACHING HELPING SECURE THE LONG TERM FUTURE OF THE ABBEY

Socius were delighted to help The Abbey, Reading's External Relations team realise the School's outstanding Strategic Plan, under the direction of Craig Andrew, Head of External Relations.

### The Abbey, Reading's Desired Outcomes

- Maximise the department's return on investment over time
- Reduce costs, maximise output with resources available
- Explore opportunity costs and focus output on strategic goals
- Build a dynamic, solution focused integrated team

### The Core Business and Financial Goals

- Maintain quality enrolments of pupils at key stages and maximise fee income
- Maximise non-fee income from other sources (including fundraising and enterprise)

### The Challenges

- Volume of output not clearly focused on strategic goals
- Output not measured and evaluated against strategic goals
- Operational rather than strategic budgeting was in place

### The Realised Outcomes for The Abbey, Reading

- A shared vision of a Preferred Future focused on the School's key financial goals
- A schedule of specific solutions and firm actions moving The Abbey towards the Preferred Future
- Resolution of long-standing issues without needing to ruminate on past problems

### Participants:

- Head of The Abbey
- Executive Board
- Marketing Team
- Admissions Team
- SLT and Lead Governor
- Development & Engagement Team

"The Socius Solutions Driven Coaching process has been transformative for our team, particularly with the involvement and direct input from Senior Leadership.

We have had three sessions with Socius, all of which have pushed our team to collaborate in finding creative solutions to new and ongoing challenges. As a result, we now have a shared vision for the year ahead, agreed priorities and clear SMART next actions; all of which are strategically focused on securing the long term future of The Abbey.

The process has transformed our team culture, saved the school money, and refocused the team's output on achieving the school's strategic business goals.

I highly recommend taking your marketing, events, development, engagement, admissions and Senior Leadership teams through this process."

Craig Andrew,  
Head of External Relations  
The Abbey, Reading

