



PRESENTATION HANDOUT

Practical Guidance on Building A Best In Class Cross-Functional Model



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Agenda

- Trends& Insights
- Tenets
- Outcomes
- Steps in Creating Cross-Functional Teams

Trends & Insights Driving the Need for Cross-Functional Teams

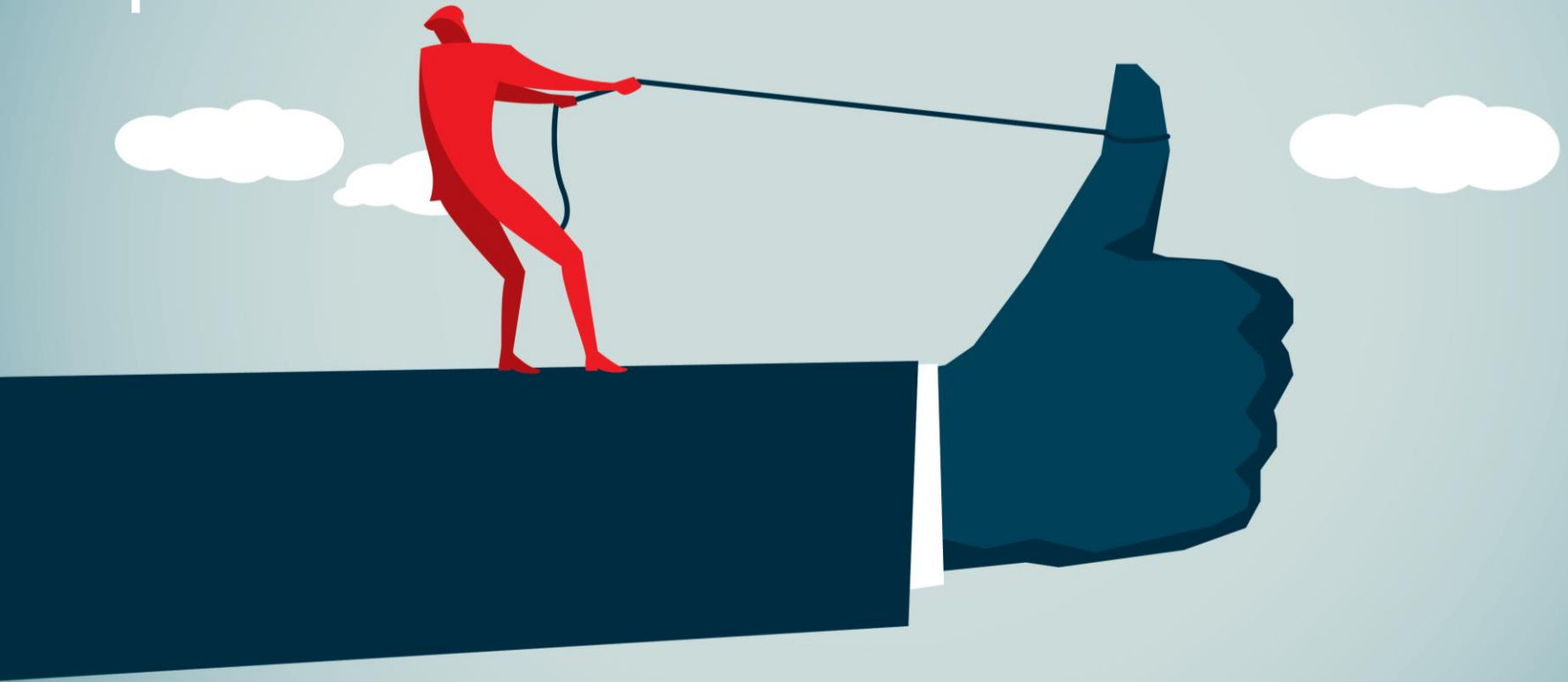
Silos



Environmental & Market Pressures



Reputation



Tenets in Cross-Functional Work

Three Guiding Principles



Teamwork and Collaboration

Together we can build a stronger solution (degree program, strategies, campaigns & more)



Growth Mindset

View opportunities as ones to learn and grow from regardless of outcome



Internal Locus of Control

We are in control of our achievements and our success is not dictated by our circumstances

Outcomes of Cross-Functional Work

Improvements Across Internal & External Metrics



Improved speed to
market and other
university goals



Student experience
and student
outcomes



Improved reputation
and brand



Co-creation of
accountability and
ownership



Internal
relationships and
work culture

Steps In Creating Cross-Functional Teams

1 Identify Need & Reasons Why

- Relate need for change to improvements & goals
 - Between college and students
 - Student outcomes
 - University goals
- Align to university's culture to increase likelihood of adoption and success

2 Identify Stakeholders & Early Adopters

- Help decrease friction
- Produce answers to expected objections
- Gain senior leadership buy-in before presenting to C-level

3 Sell into C-Level

- Identify key stakeholders across impacted:
 - Departments
 - Teams
 - Locations

4 Sell into Cross-Functional Team

- Remember to speak to the initiative's alignment to the university's culture to increase likelihood of adoption and success
- Include how the initiative ties to:
 - Students' needs
 - A critical university-wide opportunity

5 Create Cross-Functional Team

- Create collaboration opportunities via systems and tools
- Team to co-create processes and procedures inclusive of service level agreements
- Create:
 - Accountability
 - Cadence of collaboration/meetings
 - Best practices

Teamwork



Thank You

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