STUDENT CRM

# Student CRM Problem Solving Framework Guide

**Hey there, Uni Superstar!**

Feeling stuck with student recruitment? 🤔
No worries, Student CRM has got your back! 😎

Join our HE CRM gurus for a FREE 1-2-1 chat 🎉 and learn how
Student CRM helps UK universities level up their game. 🎓

Book your spot & let's chat!

# Introduction

Welcome to the Student CRM Problem Solving Framework guide. This is a step-by-step guide designed to help you solve problems like a ninja. By following this framework, we can ensure that our solutions are effective, reasonable, achievable, and beneficial to all stakeholders aligning with our Hedgehog Concept:

**Student CRM's Hedgehog Concept:**

- **What are our people deeply passionate about?** We we are deeply passionate about helping our users recruit more students.
- **What can our organisation become the best in the world at?** We can be the best in the world at providing the most effective CRM for educators.
- **What is our economic engine driven by?** Our economic engine is driven by ARR per contract.

Where all three answers overlap is the sweet spot for focussing Student CRM's strategy. The strategy that ensures we continue to build a business that is a joy to work in, is a pleasure to be a customer of, and that does real good in the world.

student-crm.co.uk/hedgehog

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**"Organisations suffering from the curse of competence but lacking a clear hedgehog concept, rarely become great at what they do"- a statement made by Jim Collins in one of the chapters in his book - From good to great.**

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# 1 - Investigate and Clearly Redefine the Problem

Before we jump to finding solutions, it's vital that we first understand the problem in-depth.

The problem should be clearly defined and redefined to ensure we're not making assumptions or missing the root cause.

> *Example: A university client is not attracting enough students despite using our platform. The first step would be to investigate the issue. Are they using the platform correctly? Are there specific features that aren't working as intended? Or could there be external factors affecting their recruitment efforts?*

# 2 - What is the Desirable Outcome per Stakeholder?

Identify who the stakeholders are and what they would consider a desirable outcome.

Remember, stakeholders may include our customers, their students, and our team.

> *Example: In the case of the university client, the desirable outcome would be to increase student recruitment. For potential students, the desired outcome might be a smoother application process. For our team, the desired outcome could be improved client satisfaction and retention.*

# 3 - How Does Solving This Support Our Hedgehog Concept?

The Hedgehog Concept student-crm.co.uk/hedgehog is our guiding principle. Any solution we consider should align with our goal to be the best in the world at providing the most effective CRM for educators.

> *Example: By solving the university's recruitment problem, we're reinforcing our commitment to provide the best recruitment platform for universities in the UK.*

# 4 - Is Your Solution Effective, Reasonable and Achievable?

An ideal solution is one that is effective (it solves the problem), reasonable (it is fair and logical), and achievable (it can realistically be implemented).

*Example: A solution could be to provide additional training to the university on how to use our platform more effectively. This is reasonable (it requires resources we have), achievable (we can organise training sessions), and effective (it addresses the issue of the university potentially not fully utilising the platform).*

# 5 - Break Your Solution Down into Tactics

Every solution should be broken down into manageable steps or tactics that can be easily executed.

*Example: The tactics might include: setting up a training session, preparing a detailed training guide, conducting the training, and following up with the client to assess improvements.*

# 6 - Reflect on the Desirable Outcome and Adjust/Prioritise

After mapping out the solution and tactics, reflect back on the desired outcomes. Do the steps align with these outcomes? If not, adjust or prioritise certain steps.

*Example: If the training doesn't seem to improve recruitment, we might need to prioritise investigating other potential issues, such as the usability of our platform or external factors affecting the university's recruitment.*

# 7 - Decide

Make a decision and act on it. Remember, it's important to communicate your decision to all relevant stakeholders.

*Example: Once we've decided on the best course of action, we should communicate this to the university, implement the solution, and monitor the results closely.*

# Benefits

When first looking into this problem-solving framework, it might seem like just another set of rules to follow. However, this structure is more than that. It's a guideline designed to help you approach and solve problems in a systematic and efficient way.

Here at Student CRM, the benefits of following this framework are numerous:

- **Clarity and Focus:** The framework helps us identify and understand the problem clearly before jumping into solutions. This step is crucial as it ensures we're addressing the real issue and not just the symptoms.

- **Alignment with Objectives:** The framework ensures that all solutions align with our company's main goal (the Hedgehog Concept). This prevents us from getting side-tracked by solutions that might seem good but don't align with our core objectives.

- **Consideration of Stakeholders:** It requires us to consider all stakeholders, ensuring that the solution is beneficial for everyone involved. This leads to better relationships and higher satisfaction for all parties.

- **Feasibility and Effectiveness:** The framework helps you ensure that our solution is effective, reasonable, and achievable. It prevents wasting resources on solutions that can't be implemented or won't solve the problem.

- **Structured Approach:** By breaking down the solution into tactics, it allows us to approach the problem step by step, making the task more manageable and less overwhelming.

- **Continuous Evaluation:** The framework encourages you to reflect on the outcome and adjust your approach as needed. This ensures that we're continually improving and adapting to changes.

Without this framework, it's easy to fall into the trap of trial and error, experimenting with different solutions without a clear understanding of the problem or the desired outcome. This can result in wasted time, misused resources, and solutions that don't truly solve the problem or align with our objectives. The framework provides a structured, effective, and efficient way to solve problems, making it a valuable tool for any individual in the organisation.

Dom Yeadon, Founder, Student CRM, on 09 May 2023.