

# Securing and Sustaining High-Level Leadership for Healthy Universities

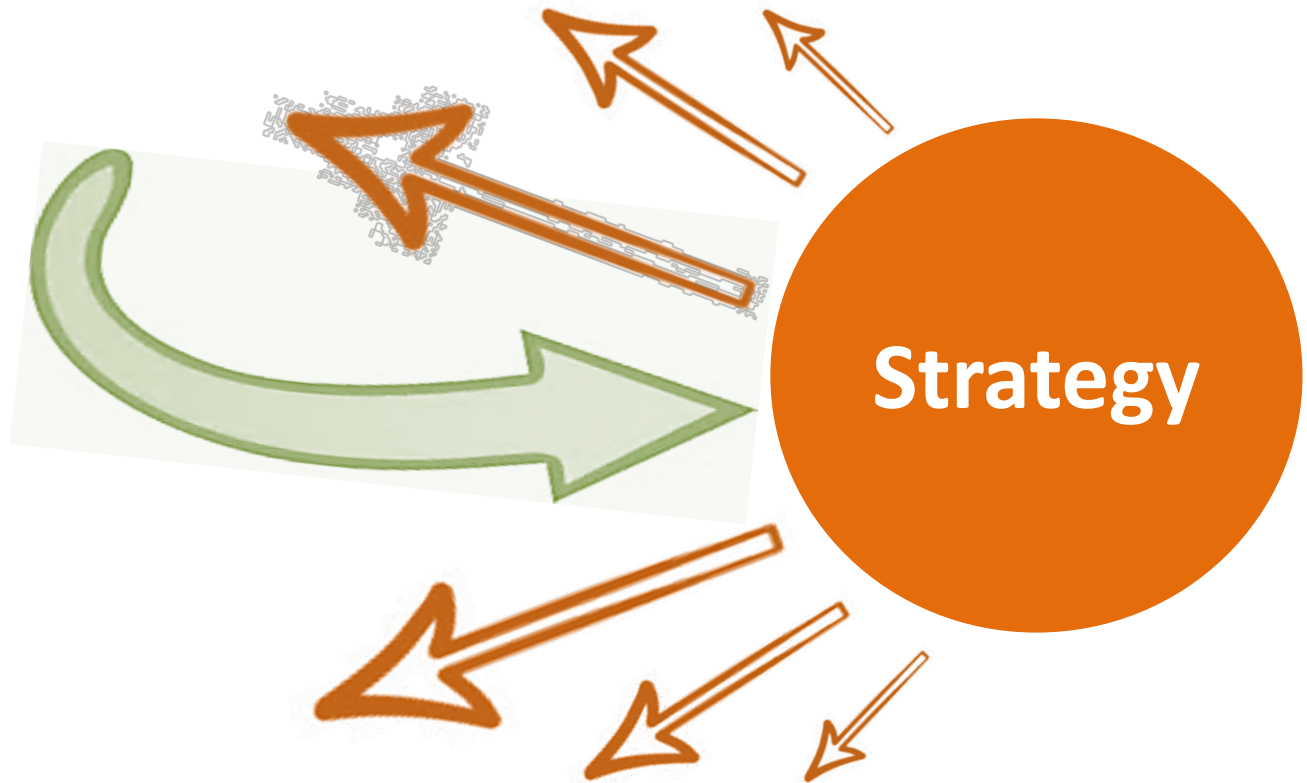


## **Acknowledgement:**

Thanks to Doug Parkin (Programme Manager, Leadership Foundation for Higher Education) for the 'Four Levers for Strategic Engagement Model'.

# From an 'Outside-In' Strategy...

**Health &  
Wellbeing**



...to an 'Inside-Out' Strategy



# Four Levers for Strategic Engagement

## 1. Language

*Why HU? Translating from health to core business*

## 3. Business case

*'We can't afford not to do this' – internal, external*

## 2. Values

*Mission, strategy & people/resources*

## 4. Impact

*Realising full potential: individual, community*

- ❑ To what extent have you secured high-level engagement and leadership? From within and outside your university?
  
- ❑ Reflecting on the presentations, what actions can you take to move things forward?