



The 7 Habits of Highly Effective Enrollment Advisors



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Executive Summary

In 1992 Steven Covey wrote his best-selling book, “The 7 Habits of Highly Effective People”. Covey believed that the way we see the world is entirely based on our own perceptions. In order to change a given situation, we must change ourselves, and in order to change ourselves, we must be able to change our perceptions. Superstar enrollment advisors see the world differently and their perceptions shape their behavior and actions. These principals when applied to an enrollment staff or an individual advisor can transform individuals and a university and help them achieve sustained superior results by focusing on making individuals and leaders more effective. The internet, the aftermath of the recession and increased fierce competition has caused seismic and rapid change in higher education. These shifts demand a new enrollment model staffed by a different and new type of enrollment advisor to work with a prospective student executing a new type of college search. According to a study conducted by Velocify 62% of inquiries will spend 3 or more hours researching before submitting a request for information. The “new” prospect is better informed and more demanding. Therefore a new approach is required.

How can two advisors with equal capability and resources perform so differently? Similarly, why are so many universities struggling to grow their programs, and yet other schools are growing and thriving? What are successful enrollment efforts doing differently than those that are struggling? Covey offers enrollment teams and advisors a foundation or a philosophical framework for excellence that is not manipulative or purely tactical. These 7 Habits offer great reminders an opportunity to be incredibly different in today’s competitive “me too” landscape. For enrollment advisors, these habits offer a blueprint for success built on timeless principals.

Habit 1: Be Proactive

Highly effective enrollment advisors are proactive. They choose success. They view themselves positively and they are motivated and effective. Their view of themselves breeds optimism and enthusiasm and is contagious to all stakeholders. They recognize that they have responsibility - or "response-ability," the ability to choose how to respond to a given stimulus or situation. They have a proactive focus and their positive energy expands their "Circle of Influence" controlling on what they can control so as to maximize their impact and continuously expand their influence.

It is our willing permission, our consent to what happens to us, that hurts us far more than what happened to us in the first place.

STEPHEN GOVEY

Habit 2: Begin With The End In Mind

Goal oriented and mission driven; they fully comprehend Covey's principal of "no mission, no margin" and "keeping the main thing, the main thing". They do the most productive thing possible at any given moment. They develop a vision of what they want to become and use their conscience to decide what values will guide them and what really matters to them. They have a clear vision and destination and set out to follow it. Universities are mission driven; highly effective enrollment advisors internalize the mission and exemplify it. They are "principled - centered" and live by timeless values that drive their behavior.

It's incredibly easy to get caught up in an activity trap, in the busyness of life, to work harder and harder at climbing the ladder of success only to discover that it's leaning against the wrong wall.

STEPHEN GOVEY

Habit 3: Put First Things First

Highly effective advisors plan for their success. They are clear on their role in the organization they realize the tremendous impact each person can make toward the success of the student and university's mission. They go after their goals and execute their priorities on a daily basis executing tactics that drive success. What does their day look like? They work their hottest prospects first moving from applicants to pending applicants to prospects. They don't merely manage their time, but manage themselves focusing on the proper relationships and results and that 80 percent of results flow out of 20 percent of activities (Pareto Principle).

The challenge is not to manage time, but to manage ourselves. The key is not to prioritize what's on your schedule, but to schedule your priorities.
STEPHEN COVEY

Habit 4: Think Win-Win

Highly effective enrollment advisors are driven by relationship and not revenue. They enjoy effective interdependent relationships that allow everyone to win including the students and the university. They are professional and courageous and operate not from a perspective of scarcity but from an abundance mentality whereby there is enough for everybody and they applaud others success. This mentality and the positive relationships created by the advisor enables the advisor the ability to generate referrals - the most important lead source.

***To go for Win-Win, you not only have to be nice,
you have to be courageous.***
STEPHEN COVEY

Habit 5: Seek First to Understand, Then To Be Understood

These effective advisors are great listeners. As they interact with students and prospects they truly listen and empathize seeking to understand a prospects true motivations and challenges what is important to them about their choice of a university. They listen before they prescribe a solution. Perhaps the university is not the right fit but they have the courage and the compassion to guide them to the right solution.

You have to build the skills of empathic listening on a base of character that inspires openness and trust.

STEPHEN COVEY

Habit 6: Synergize

By starting with Habits 4 and 5, we can synergize. By listening and understanding another person's perspective, we have the opportunity to create synergy, which allows us to uncover new possibilities through openness and creativity. The combination of all the other habits prepares us for Habit 6, which is the habit of synergy. Great enrollment advisors are on the same side of the student and examine alternatives. They are "possibility thinking", abandoning old scripts and writing new ones. Instead of transacting enrollments they truly transform lives.

The key to valuing differences is to realize that all people see the world, not as it is, but as they are.

STEPHEN COVEY

Habit 7: Sharpen The Saw

Habit 7 is focused around renewal, or taking time to “sharpen the saw.” It surrounds all of the other habits and makes each one possible by preserving and enhancing their greatest asset – themselves. They devote time to renewing themselves physically, spiritually, mentally, and socially. Continuous renewal allows us to synergistically increase our ability to practice each habit and to continuously improve. As they improve, they also improve others. They see the potential in others and seek to help others improve their lives.

The more we see people in terms of their unseen potential, the more we can use our imagination rather than our memory.

STEPHEN COVEY



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- 1.** Be Proactive
- 2.** Begin With The End In Mind
- 3.** Put First Things First
- 4.** Think Win-Win
- 5.** Seek First To Understand, Than To Be Understood
- 6.** Synergize
- 7.** Sharpen The Saw



About Educationconnex

Since 2008 we have been helping non-profit universities grow enrollment through strategic marketing and recruitment solutions.

We develop data-driven enrollment marketing and conversion strategies that produce a consistent, predictable flow of student applications.

We can deliver an end-to-end solution (Strategic Marketing + Enrollment Conversion) or as a standalone service.

**Contact us today at 877-434-1828
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