



Stratford-upon-Avon College CRM – Minds, Hearts & Mystery

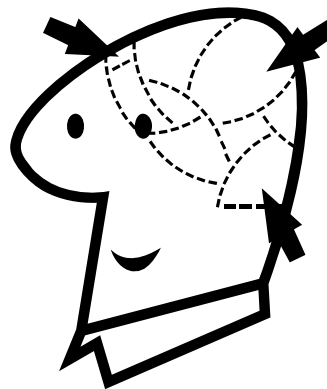
Martin Penny
Principal
Stratford-upon-Avon College



MINDS

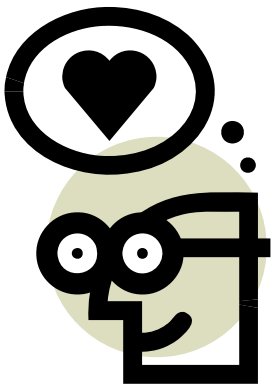


- Not the Technology but the People
 - What's in it for you?
 - What's in it for the organisation?
 - Why now?



HEARTS

- Winning and Weaning
 - Staff Development
 - Why my database?
 - Why my contacts?
 - Trust
 - Ownership
 - Belief





MYSTERY

- Why haven't we always done this?
 - Drive from the top
 - Resources to maintain
 - Personal Contacts





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