

# **Durham University Realising Your Potential Approach**

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# Realising Your Potential Approach – Behaviours Framework

Adapted from the AUA's Professional Behaviours Framework, 2009 for Durham University non-commercial use, by kind permission of the AUA

World Class  
University

Engaged  
Individuals



# Where is the Realising Your Potential Approach applied?

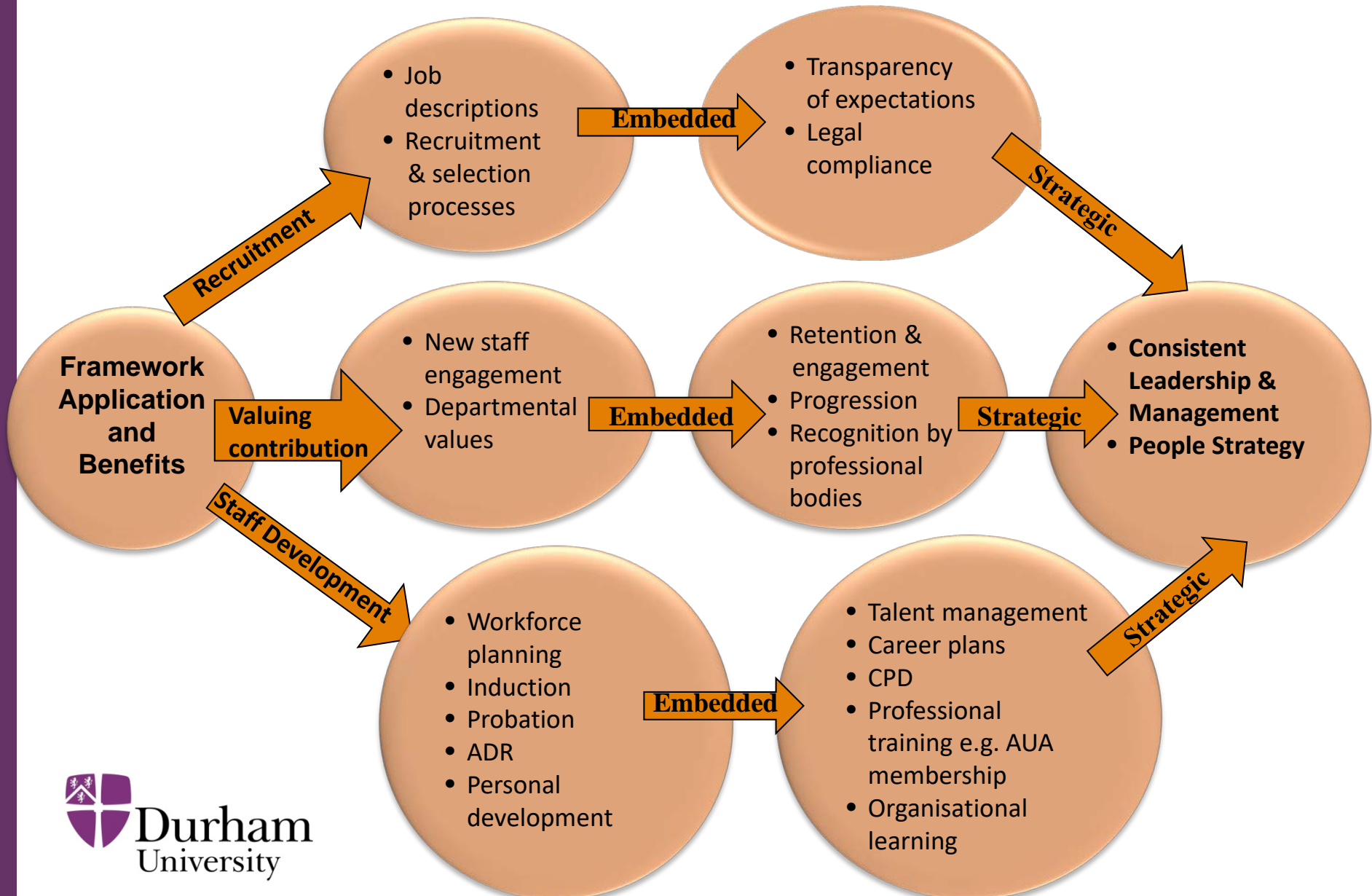


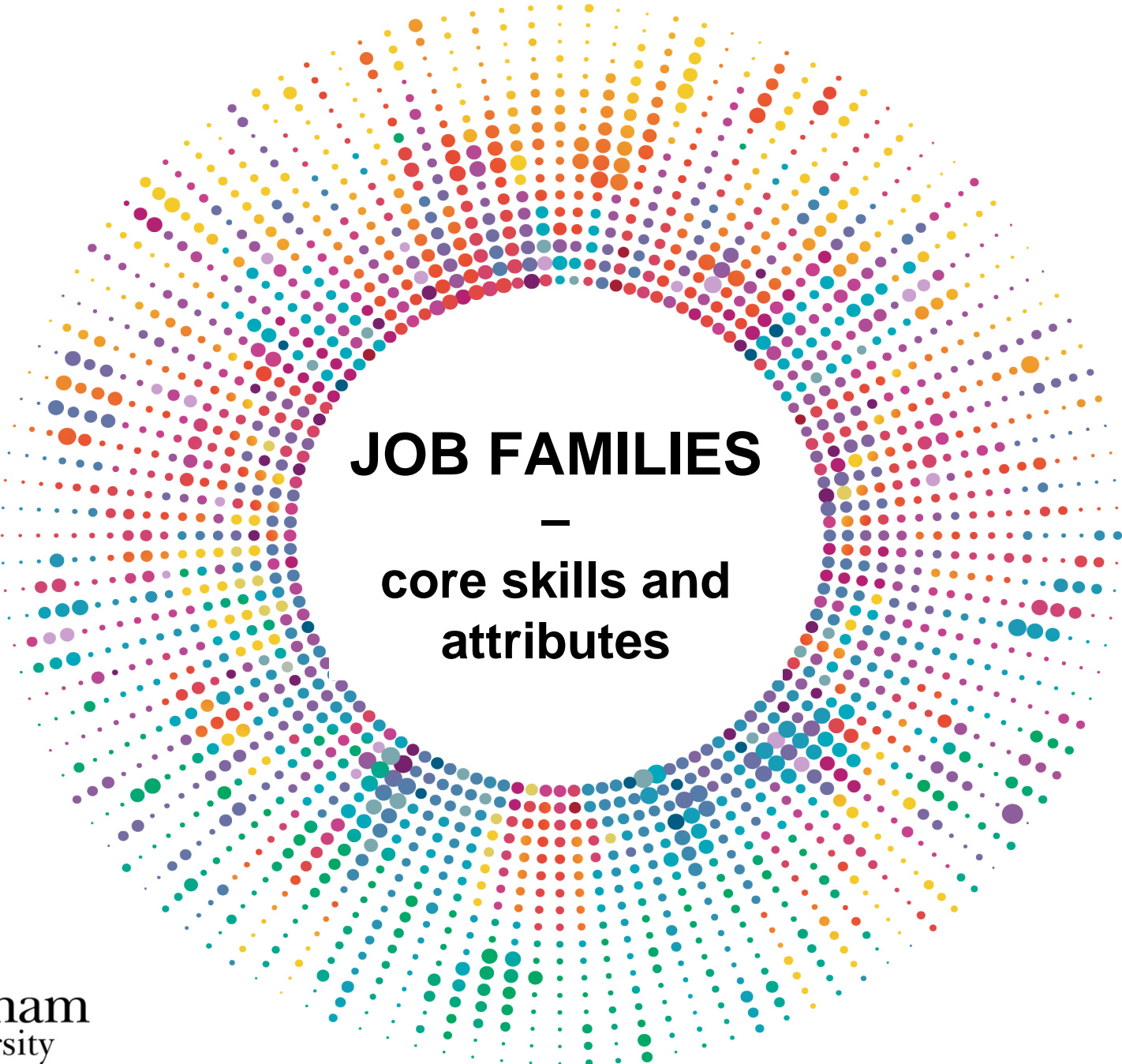
# National Recognition



- In December 2016 we were the first institution in the country to gain the AUA Mark of Excellence recognising the impact of the Approach on all Professional Services Staff.
- We have spoken at SDF, HROD, UHR and AUA national conferences
- SDF Developing Excellent Practice Award in the HE sector 2016
- The Approach has enhanced the Catering Department's recruitment, induction, retention, training and development practice which was recognised through the the Caterer.com People Awards 2016 for Leadership in Recruitment, Retention and Development.

# Realising Your Potential Approach impact





# **JOB FAMILIES**

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## **core skills and attributes**



**Durham**  
University

# Durham University Job Families

**Business, Process  
and People  
Services  
BPPS**

**Technical  
Research and  
Teaching Services  
TRTS**

**Community,  
Participation and  
Engagement  
Services  
CPES**

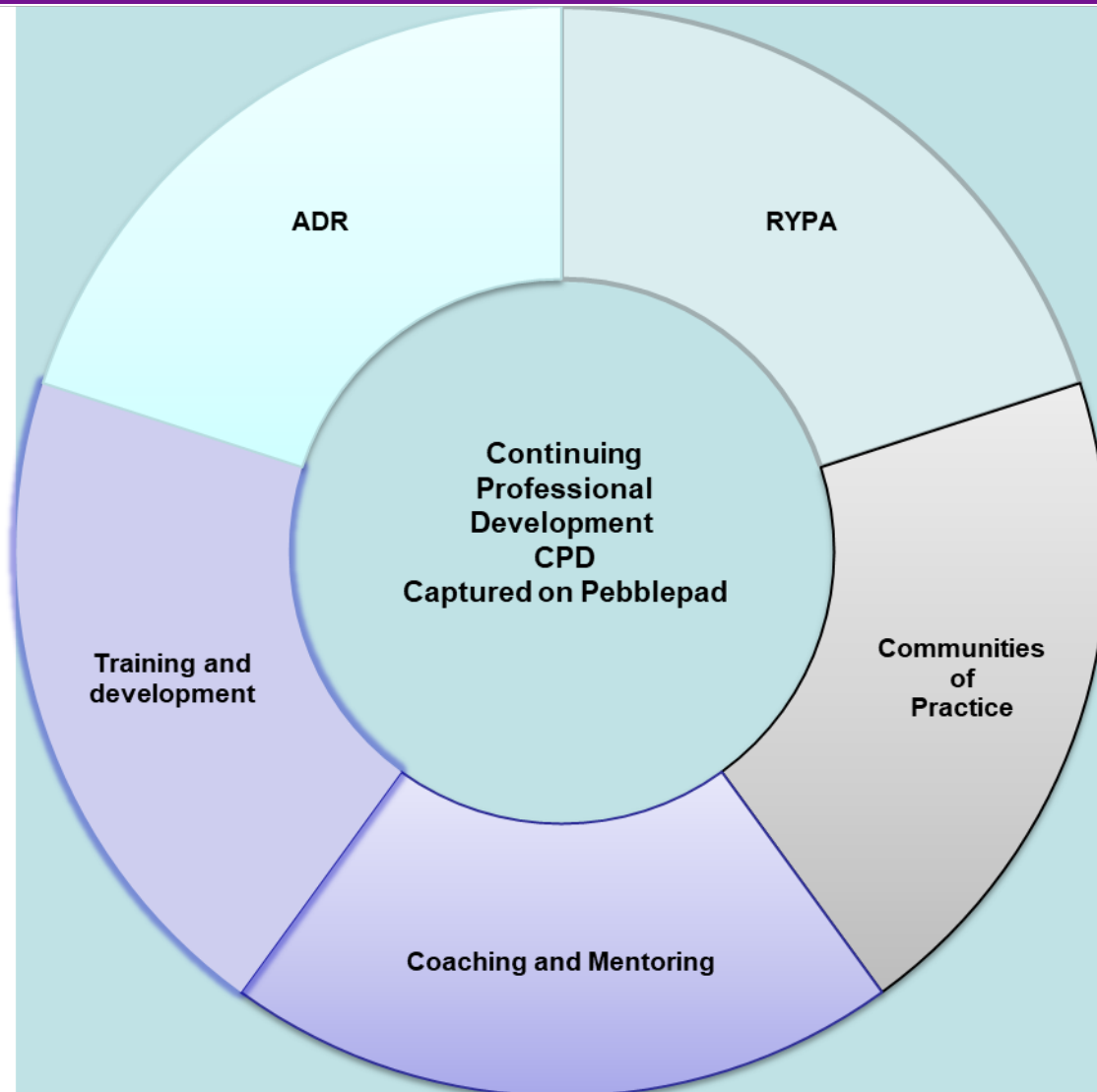
**Estates and  
Information  
Infrastructure  
Services  
EIIS**

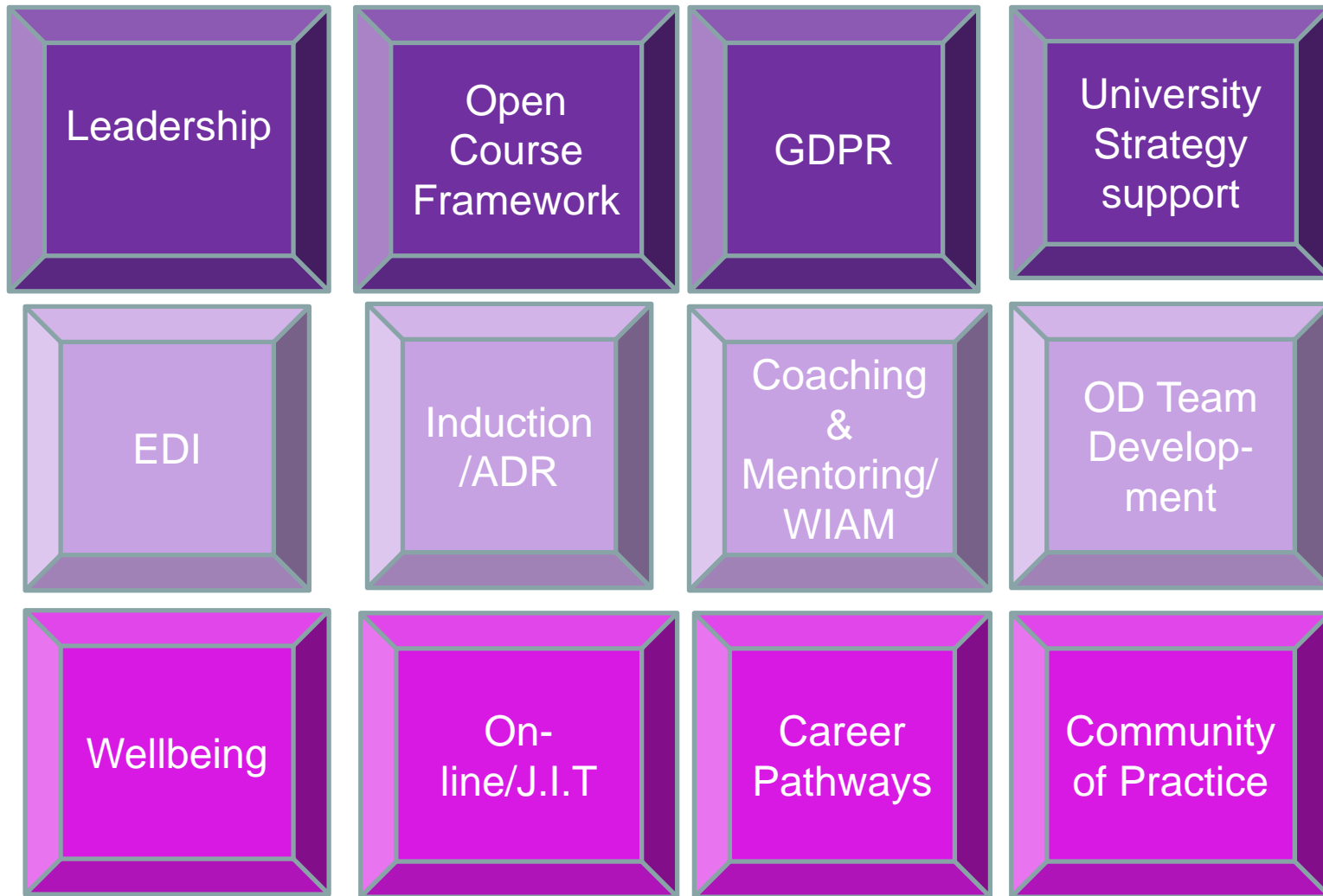
# Core Skills across all families

1. **Communication**
2. **Customer Service**
3. **Decision Making**
4. **Digital competence**
5. **Leadership**
6. **Organisation and Planning**
7. **Team Work**
8. **Role specific experience and knowledge**



# Personal Development





# What are we considering to enhance Leadership Development

- TMP
- UEC development
- Coaching
- Leadership Summit
- Action Learning Sets
- Assistant/Associate professors
- Cross-boundary leadership

# What are we considering to enhance Professional Services Staff development?

- Talent management development programmes
- Development programmes for staff
- Communities of practice approaches to share knowledge
- Team development enhancing effectiveness

# Career development opportunities



# Possible Career development pathway

