



Growth Pack #1

STRONG FOUNDATIONS

Grow yourself, and together as a committee with this growth pack especially developed to support your upskilling and development in these areas:

- Knowing your personal brand, driving motivations and how to share this
- Developing S.M.A.R.T.(E.R.) goals and seeing them through
- Adopting a strategic mindset and design thinking approach
- Creating team development plans to increase productivity
- Planning successful succession planning and handover

Walk away with the knowledge, understanding and practical toolkit to not only equip yourself with strong club foundations, but also transferable skills that you can apply in your careers.

- | | |
|--|--|
| <input type="checkbox"/> Committed Committee | <input type="checkbox"/> Teamwork & Transparency |
| <input type="checkbox"/> Goal Setting: Start Strong | <input type="checkbox"/> Ensuring Club Legacy |
| <input type="checkbox"/> Strategic Club Organisation | |

Get the recognition you deserve! This suite of workshops can count as **10 hours** towards your *Emerging Leaders* Certificate.

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Growth Pack #2

GAINING VISIBILITY

Grow yourself, and together as a committee with this growth pack especially developed to support your upskilling and development in these areas:

- Formulating a club's social media strategy
- Aligning content to club goals and maintaining brand consistency
- Identifying stakeholders and creating an action plan for engaging with them
- Identifying and building win-win relationships, in line with the club's mission
- Know how-to acquire branded club merchandise

Walk away with the knowledge, understanding and practical toolkit to not only equip yourself with strong club foundations, but also transferable skills that you can apply in your careers.

- Mastering Social Media & Canva
- Sponsorship & Partnership: Creating a Win-Win
- Merchandise 101: Monetize your club

Get the recognition you deserve! This suite of workshops can count as **5 hours** towards your *Emerging Leaders* Certificate.

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Growth Pack #3

INCREASING ENGAGEMENT

Grow yourself, and together as a committee with this growth pack especially developed to support your upskilling and development in these areas:

- Pitching your club to gain interest and effectively communicate your mission
- Exploring different social media formats and associated tools to create assets
- Exploring creative ways to boost member engagement
- Identifying and establishing metrics to measure engagement and success
- Adjusting member journey's based on touch-point analysis

Walk away with the knowledge, understanding and practical toolkit to not only equip yourself with strong engagement knowledge, but also transferable skills that you can apply in your careers.

- Jump-start 2021: Club Orientation
- Mastering Social Media & Canva
- Overcoming the challenge of little member engagement

Get the recognition you deserve! This suite of workshops can count as **6 hours** towards your *Emerging Leaders* Certificate.

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Growth Pack #4

CLUB FUNDAMENTALS

Through a series of bite-size resources, master the how-to's on running your club smoothly. You'll gain a deeper understanding and knowledge around:

- Using and applying club processes
- Understanding key roles and their associated responsibilities
- Planning and budgeting for events
- Understanding the purpose of UniOne and how to use this platform for your club's page set up, form submission and other key uses

Walk away with the knowledge, understanding and practical toolkit to not only equip yourself with strong club foundations, but also transferable skills that you can apply in your careers.

- Committee 101: What's Your Role?
- Club Processes
- Club Events
- 101 UniOne

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