

# LSST LIFE

MAGAZINE



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# WELCOME

I am delighted to extend a warm welcome as you delve into the heart of our student and staff magazine. Within these pages, you will discover our collective achievements, stories, and milestones. LSST is now an educational institution proudly celebrating its 20th anniversary and is a dynamic community fuelled by your passion, dedication, and collaborative efforts.

In this edition, we celebrate a myriad of accomplishments that exemplify the spirit of LSST. From hosting the annual research symposium on embracing diversity in higher education (p06) to recognising the profound scholarly achievement of Dr Dhaneswar Bhoi (p13), our community continues to foster an environment of intellectual curiosity and inclusivity. Our campuses have been vibrant hubs of awareness, creativity, and camaraderie, whether it be through our work on World Mental Health Day (p16) or the LSST Writing Competition winners announced at the Tony Blair Institute for Global Change (p18).

Each LSST Life story is a testament to the vibrancy and excellence that defines LSST. Together, let us continue shaping the future and fostering an environment of continual growth.

Best regards,

**Mr Ali Jafar Zaidi**  
Deputy CEO



# WELCOME

# LSST LIFE MAGAZINE

Dear LSST Community,

I would like to extend a warm welcome to the enriching journey that is showcased in our staff magazine. These pages serve as a canvas that truly reflects the dynamic spirit of LSST, where every achievement, endeavour, and shared moments contribute to our unique tapestry. Your contributions play a vital role in making LSST a truly exceptional place to work. The stories, insights, and experiences shared throughout the magazine provide us with an opportunity to celebrate the achievements of our colleagues and to learn from their experiences. From innovations in teaching to breakthroughs in research, the magazine showcases the diverse range of contributions that our staff members make to LSST. As we collectively build a legacy of success and growth, we recognise that your contributions are integral to our mission.

I encourage you to take some time to immerse yourself in the pages of the magazine. Read the stories, reflect on the insights, and celebrate the achievements. By doing so, you are contributing to the culture of collaboration, innovation, and excellence that makes LSST such an exceptional place.

Warm regards,

**Dr George Panagiotou**  
**Principal**



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# LSST Hosts Annual Research Symposium on Embracing Diversity in Higher Education

By Kunal Chan Mehta

LSST held its second annual research symposium with a focus on diversity in higher education. The event, organised by LSST's Research Centre, was hosted at LSST's Elephant and Castle campus. The symposium, attended by over 150 staff, discussed various strategies that can be implemented to promote diversity and inclusivity in teaching and learning.

Mr Ali Jafar Zaidi, LSST's Deputy CEO and Patron of LSST's Research Centre, confirmed LSST's dedication and plans to encourage research. He stated that the event was a 'significant milestone' in promoting knowledge exchange, collaboration and diversity in higher education. He added that the research presented was 'exceptional', and will have a 'lasting and positive impact on society'.

Speaking about the research presented, Dr George Panagiotou, LSST's Principal, said: 'I am immensely proud to reflect on the resounding success of our research symposium. This event was the culmination

of a year-long endeavour, marked by tireless dedication and hard work from a multitude of individuals, including our exceptional faculty and committed LSST Research Centre colleagues. The symposium served as a testament to the unwavering spirit of intellectual curiosity and collaborative effort that defines our institution.'

'Throughout this remarkable journey, our community came together to foster an environment where innovation and scholarship thrived. The symposium showcased the diversity of research and the depth of knowledge that is being cultivated within our campuses. It was a celebration of ideas and a forum for cross-disciplinary dialogue. I extend my heartfelt gratitude to all those who contributed to this outstanding achievement, and I eagerly anticipate witnessing the continued growth of our research community as we build on the success of this symposium. Together, we have demonstrated that the pursuit of knowledge has no limits. The future of research at LSST is indeed promising.'

'The annual LSST research symposium is not just





Mr Syed Rizvi, Academic Dean of LSST's Elephant & Castle Campus and Dean of Learning & Teaching, welcomes symposium delegates and states that it is crucial to recognise the significance of diversity in every educational activity and programme at LSST. (Photo: LSST)



Dr George Panagiotou, LSST's Principal, offers an inspiring keynote address on embracing diversity in HE teaching and learning with an added focus on student real-world outcomes. (Photo: LSST)

an event of harvesting intellectual ideas, it is also a celebration of diversity with LSST colleagues from diverse backgrounds, cultures and disciplines coming together for a common purpose,' added Dr Chinedu Uwabuike, Chair of LSST Research Services Council.

Congratulating symposium presenters, Dr Wendy Wigley, LSST's Head of Student Lifecycle and Partnerships Manager, said: 'This event demonstrated the breadth of scholarly talent and capability we possess at LSST. To hear such interesting presentations from staff and students was inspirational.'

Dr Maryam Idris-Usman, LSST's Research Centre Coordinator, said: 'The cross-campus symposium provided opportunities to explore, learn and collaborate in different ways as well as shape ideas on our different fields. I was especially enthralled by the research papers presented alongside the motivating poster presentations. I send my heartfelt congratulations to all our entrants and winners.'

'The LSST Research Centre extends its gratitude to all LSST Executives, notably the Deputy CEO, Principal and Academic Deans for their unwavering

support in making this event a resounding success. Their commitment to advancing research-informed teaching and practice is commendable and continues to inspire all involved,' continued Dr Idris-Usman.

The call for papers garnered substantial interest, resulting in ten full-paper presentations and twelve poster presenters. This diverse array of academic contributions further enriched the symposium's content, offering a comprehensive look at the challenges and opportunities in higher education.

LSST Annual Research Symposium upheld its tradition of fostering collaboration in research theory and practice. Attendees engaged in robust discussions, formed valuable connections, and laid the foundation for future collaborative research endeavours.

Beyond the academic exchange, the symposium celebrated diversity in the truest sense. Colleagues from varied backgrounds, cultures, and disciplines came together, reinforcing the idea that diversity is not just embraced but celebrated at LSST.



LSST Deans (front table) and symposium delegates reflect and interact during a research presentation. (Photo: LSST)



Dr Wendy Wigley, LSST's Head of Student Lifecycle and Partnerships Manager, addresses the importance of placing the student 'first and always' in her keynote speech. (Photo: LSST)

# FULL PAPER PRESENTATION AND POSITION/ PRIZE AWARDED

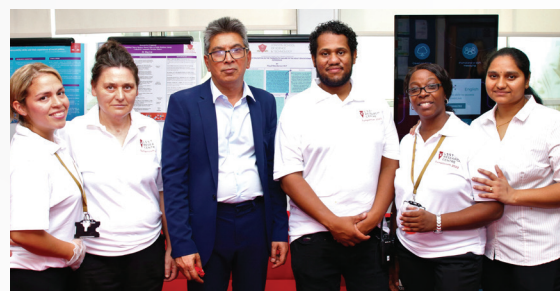
Full Paper Presentation	Name of oral presenter(s)	Title of full paper	Position/Prize won
Paper 1	Dr Mohammad Haque	Organisational obligation and intrinsic motivation in UK private higher education: Empirical research.	
Paper 2	Dr Maryam Shehu Idris-Usman and Ms Nilany Sinnappu	Peer mentoring as a tool for increasing motivation in students from widening participation background in higher education: a mixed method study”	
Paper 3	Dr Merlin Thanga Joy Atchuthen and Mr Nedko Minchev	Graduate Employability and Competence Development in Higher Education: Are undergraduates taught relevant skills?’	
Paper 4	Dr Chinedu (Ned) Uwabuikwe and Mr Obed Cobbinah	Exploring HQWR and work engagement using the LMX theoretical framework: A case study of LSST Graduate Trainee Lecturers.	2nd Prize
Paper 5	Dr Charles Boadi	Cultural dimensions of students and their achievements in secondary schools in London as a metaphor of animals and how they give birth? ”	
Paper 6	Mr Michael Demehin	A Socio-Empirical Analysis of Effective Formative Feedback in Higher Education Through a Sociological Framework of Latent and Manifest Functions.	1st Prize
Paper 7	Dr Maria Bastos	Political and geopolitical representations of India-Japan relations. Challenging China in South Asia?	
Paper 8	Ben Abudawood	Enhancing Productivity through – Team Competition: A Comprehensive Review.	
Paper 9	Dr Patricia Barnet-Quaicoo	Minimising Bank Failures Through Effective Regulatory Compliance Monitoring – A Literature Review.	
Paper 10	Dr Beryl Bamu	Inclusion of People with Disabilities: creating pathways to diversity through normative ethics.	3rd Prize



Dr Wendy Wigley, LSST’s Head of Student Lifecycle and Partnerships Manager, presents Michael Demehin, Senior Lecturer and Course Coordinator at LSST Aston, with a first-prize award for his stand-out paper focusing on an exploration of the impact of formative feedback in Higher Education. (Photo: LSST)



Surrounded by academic colleagues Lina Du, Senior Lecturer in Business (left), and Forhad Ur Rahman, Business Course Coordinator (right), Ms Loredana Forward (centre), a former LSST student who now works as a Trainee Admissions & Widening Participation Associate at LSST Aston, won third prize for her poster presentation titled: An investigation of motivation on employee retention within the retail sector: A case study of Carpetright, West Midlands.



Mr Azhar Abbas, Operations Manager at LSST Elephant and Castle, commends the outstanding Symposium support staff who paid attention to every detail. (Photo: LSST)



## FULL PAPER PRESENTATION AND POSITION/ PRIZE AWARDED

Poster	Name of presenter(s)	Title of poster	Position/Prize won
Poster 1	Dr Sujata Bose	A study on the impact of perceived institutional support on student's psychological wellbeing: moderating role of student's family income and place of domicile.	1st Prize
Poster 2	Dr Ojeiu Ejere and Dr Yasmin Mirza	The impact of social media on promoting dementia awareness among young adult social-media users: a quantitative study.	
Poster 3	Mr Shan Wikoon	Evaluating the impact of integrating Microsoft learning tools and generative AI tools in Higher Education teaching and learning.	
Poster 4	Ms Loredana Forward	An investigation of motivation on employee retention within the retail sector: A case study of Carpetright, West Midlands.	3rd Prize
Poster 5	Dr Odoligie Imarhiagbe and Mrs Ikponmwosa B.O.	Energy drinks consumption rate and its impact on the physical and mental wellbeing of young people in the UK: a review.	
Poster 6	Ms Zora Visanji and Ms Nicole Aresti	Qualitative Study of Ethnic Minorities' Perception of Gender and Sexuality.	
Poster 7	Ms Ruth Adjei Adomako, Ms Kiran Arooje and Ms Hararia Ijaz	Embracing diversity in higher education teaching and learning: a comparative study.	
Poster 8	Mr Olusola Leigh	The Impact of people & organisational performance practices for new and existing staff: A mixed method study.	
Poster 9	Mr Ahmad Aslam	Executive compensation at times – of COVID-19 pandemic.	
Poster 10	Mr Samuel Derrick	Barriers facing BAME migrants in the UK higher education: The perspective of employability skills and their experience of social justice.	
Poster 11	Dr Ying Liu	Modelling Chinese business ethics in public relations among collectivist community decision-makers.	
Poster 12	Mr Floyd Manderson	Is education therapy or is therapy education: The role of education in the therapeutic milieu of the adult educational experience.	2nd Prize



Mr Syed Rizvi, Academic Dean of LSST Elephant & Castle Campus and LSST's Dean of Learning & Teaching, presents Dr Sujata Bose with the first-place prize for her outstanding poster presentation on the impact of perceived institutional support on student psychological wellbeing. (Photo: LSST)



Dr Maryam Idris-Usman, LSST's Research Centre Coordinator, presents how peer mentoring can act as a vital tool for increasing motivation in students. (Photo: LSST)



Mohammad Haider (second from right), Academic Dean of LSST Wembley, with his academic staff and researchers. (Photo: LSST)



LSST cross-campus researchers assemble at LSST Elephant and Castle to share their latest diversity research, ideas and projects (Photo: LSST)



Stuart Johns, a facilities staff member at LSST Elephant and Castle, received immense recognition for his warm and enthusiastic support during the event where he made everyone feel welcome. (Photo: LSST)



Our majestic moderators from LSST's Elephant and Castle campus (l-r): Ms Foteini Meleti, Career and Employability Coordinator, Mrs Hazar Korkmazoglu, Course Coordinator for BNU Business, and Ms Umme Farwa Amin, Course Coordinator for BNU Health. (Photo: LSST)



LSST Deans learn more about a selection of poster presentations promoting LSST research (Photo: LSST)

# LSST Aston hosts Campus Awards and Achievement Ceremony for Academic Year 2022-23

By Kunal Chan Mehta



LSST Aston's Student Support Team with their awards (standing l – r) Ulfat Raza (Library Tutor), Salma Bi (Wellbeing Office), Aleksandra Sroka (Senior Student Support Officer), Lynnette Douglas (Student Support Lead), Aamir Mahmood (Student Support Officer), Ahmad Kashif (IT Team Lead) and (sitting l-r) Athar Ramzan (IT Support Engineer), Roland Iuga (IT Support Engineer) and Emily Shum (Receptionist). Photo: LSST Aston

**I**n a vibrant display of unity and achievement, LSST Aston played host to an uplifting event that reverberated through every corner of our organisation. This gathering wasn't just a gathering; it was a heartfelt expression of gratitude to our exceptional staff for their unwavering dedication throughout the academic year 2022-23.

The occasion was not confined to mere thanksgiving, it was also a warm embrace extended to our new colleagues, a symbolic gesture that marked the commencement of a new academic journey.

At the heart of it all was Mr Mohsin Riaz, Dean of LSST Birmingham. With passion, he guided his team through a retrospective journey of the past year, reminding everyone of the pivotal role played in delivering exceptional student experiences at LSST.

During the event, Mohsin recognised the dedication of LSST Aston staff, presenting them with well-deserved certificates of appreciation and trophies. Their tireless efforts have been instrumental in shaping our shared success.

The room erupted in applause when the Student Support Team was crowned Team of the Year. This honour underscores the incredible power of teamwork that thrives at LSST Aston and across LSST.

Mohsin reaffirmed the vital roles played by Aston Campus and the broader LSST community in 'nurturing student growth and achievement'. Mohsin added: 'LSST stands as a steadfast pillar of support and enlightenment, touching countless lives.'

In his closing words, Mohsin expressed gratitude to every member of our organisation. He reminded us that our cross-campus collective dedication and commitment continue to shape students' lives in profound ways.

As we stand on the threshold of Academic Year 2023-24, let us celebrate this event as a symbol of unity and excellence that transcends every department and division. Together, we embark on a new academic chapter, poised for another year of incredible accomplishments and unwavering commitment to our honourable mission of supporting individuals of all backgrounds, abilities and aspirations.



LSST award winners share their reflection on the academic year 2022-23 and appreciate LSST's Senior Management for their support and recognition. Photo: LSST Aston.



LSST Aston's award ceremony hosted over 100 staff members who all enthusiastically learned about LSST's progress over the past 12 months from Mr Mohsin Riaz, Dean of LSST Birmingham.

# LSST Elephant and Castle Celebrates Profound Scholarly Achievement – Dr Dhaneswar Bhoi Publishes Transformative Work on Caste in Everyday Life

By Kunal Chan Mehta



**L**SSST takes immense pride in celebrating a remarkable academic achievement by one of its staff members, Dr Dhaneswar Bhoi, a Lecturer in Health, situated at LSST's Elephant and Castle campus. Dr Bhoi, a revered authority in the intricate domain of caste systems and caste experiences, has recently unveiled a groundbreaking literary magnum opus titled: *Caste in Everyday Life: Experience and Affect in Indian Society*. This exceptional work is poised to have a profound impact on the multifaceted manifestations and experiences of caste within social life. The book is now readily accessible to academics, researchers, and students worldwide, courtesy of the prestigious academic publisher, Springer (of which Palgrave is a subsidiary).

This debut publication explores the deep connection between emotions and mental states with larger frameworks of health, everyday struggles, and societal structures, thereby aligning with Dr Bhoi's wider work on 'humiliation' within the context of 'everyday experiences.' This monumental achievement is the

culmination of nearly three years of dedicated research and scholarship.

Readers worldwide can access this transformative work by scanning this QR code:



Dr Dhaneswar Bhoi's extensive academic background includes a Post-Doctorate from the Centre for South Asian Studies, School of Social and Political Science at the University of Edinburgh, as well as studies in Public Policy from the Frank Batten School of Leadership and Public Policy at the University of Virginia, USA. Furthermore, Dr Bhoi has undertaken courses in Diversity, Equity, and Inclusion at the University of Michigan, USA, and Research Methods at the School of Oriental & African Studies (SOAS), University of London.

Published by Springer, a renowned leader in academic publishing, *Caste in Everyday Life: Experience and Affect in Indian Society* has garnered considerable

attention even before its official release. This recognition underscores Dr Bhoi's exceptional scholarly prowess and resonates with LSST's steadfast commitment to advancing intellectual boundaries and contributing significantly to the realm of knowledge (see: LSST's Annual Research Symposium 2023).

Dr Bhoi, reflecting on the book's release, expressed

a source of immense pride for Dr Bhoi and serves as a beacon of inspiration for emerging scholars and researchers,' said Mr Ali Jafar Zaidi, LSST's Deputy CEO. 'It is a testament to the academic rigour and unwavering pursuit of knowledge that LSST instils in its academic community.'

Dr George Panagiotou, LSST's Principal, added:

'LSST extends its warmest congratulations to Dr Bhoi and eagerly anticipates the profound impact of *Caste in Everyday Life* in shaping academic discourse and advancing knowledge within the realm of caste systems and experiences.'

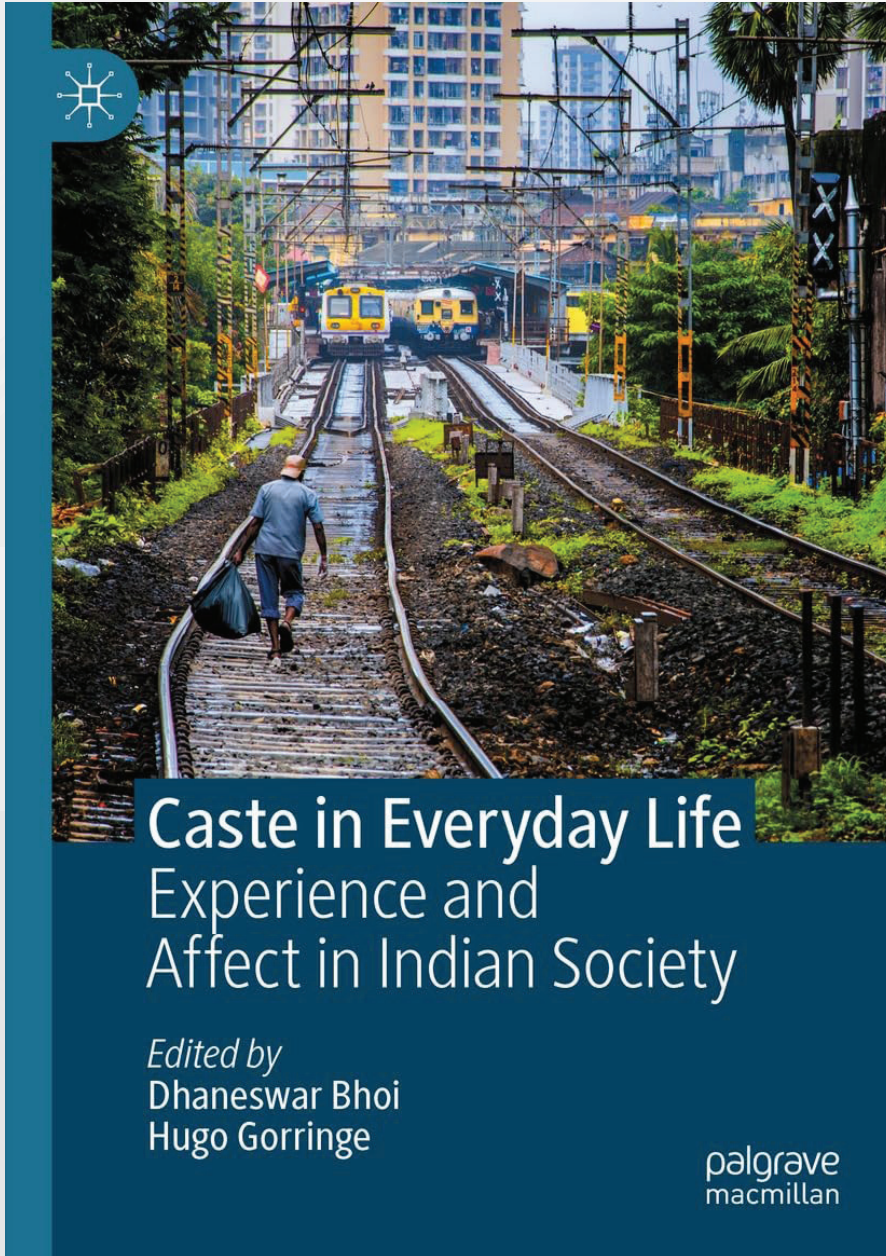
'Unlike conventional examinations that predominantly focus on the lives of oppressed castes, Dr Bhoi offers a unique perspective by analysing cross-caste friendships, romances, and marriages,' added Mr Syed Rizvi, Academic Dean of LSST's Elephant & Castle Campus and Dean of Learning & Teaching. 'Such an approach unveils the intimate and ingrained aspects of caste, providing a comprehensive understanding of this complex social construct. In essence, Dr Bhoi's work transcends traditional boundaries to shed light on the subtle interplay of caste in our daily lives.'

For additional information regarding *Caste in Everyday Life* or to engage with Dr Bhoi in discussions related to this groundbreaking work, please direct inquiries to LSST's Public Relations

Manager via [kunal.mehta@lsst.ac](mailto:kunal.mehta@lsst.ac).

his enthusiasm and gratitude, stating, 'I am elated to share this work with the global academic community and beyond. *Caste in Everyday Life* represents years of dedicated research, collaborative efforts, and a profound passion for understanding caste dynamics. I sincerely hope that this work not only inspires meaningful discussions but also fuels advancements in this crucial field at LSST and beyond.'

'The publication of *Caste in Everyday Life* stands as



# LSST Appoints Charles Tennant as Vice-Principal

By Kunal Chan Mehta

LSST is delighted to unveil the appointment of Charles Tennant as its Vice-Principal, marking a momentous milestone characterised by visionary leadership, the instillation of a spirit of unceasing innovation, and an unwavering dedication to LSST’s thriving community.

Charles brings to our institution a profound reservoir of expertise, acquired over a distinguished career spanning more than a decade in the realm of Higher Education. His recent role as the Head of Business Operations at the Greenwich Business School within the University of Greenwich is a testament to his illustrious journey, highlighted by numerous leadership positions.

Moreover, Charles is not just a seasoned practitioner; he is also a dedicated scholar, as evident from his ongoing doctoral research endeavours at the University of Bath. His arrival signifies a pivotal moment for LSST as he stands ready to elevate the institution to new heights.



Charles’ vision extends far beyond the confines of his office. In his role as Vice-Principal, he is entrusted with the responsibility of ensuring that LSST maintains its position at the forefront of private higher education. His strategic objectives encompass driving student outcomes, sustainability initiatives, fostering broader participation and enhancing civic engagement. His leadership will play a pivotal role in guiding our institution through a period of growth and expanded partnerships while maintaining a steadfast commitment to the academic journeys of our students.

In his own words, Charles affirms his commitment: ‘I am excited to collaborate with our exceptionally talented faculty and staff, leveraging their collective expertise to provide our students with an outstanding educational experience and unwavering support in their pursuit of success. LSST is an institution teeming with promise and aspirations, and I am eager to join its diverse community in shaping a future brimming with even greater potential.’

Reflecting on Charles’ appointment, Mr Ali Jafar Zaidi, LSST’s Deputy CEO, expressed great anticipation for the future: ‘We have found in Charles not only an esteemed academic but also a highly skilled leader, and I am eagerly looking forward to his involvement in our exciting future plans. His impressive credentials and visionary leadership make him a most welcome addition to our community.’

Dr George Panagiotou, LSST’s Principal, adds his voice to the chorus of welcome, emphasising the pivotal role diversity plays: ‘LSST’s vitality emanates from the rich tapestry of backgrounds, experiences, and

ideas that characterise our community. It is with great privilege that I extend my heartfelt best wishes to Charles.’

Charles’ appointment serves as a testament to LSST’s unwavering commitment to nurturing academic excellence and fostering an environment of continuous growth. With his profound expertise, visionary leadership, and unwavering dedication, Charles will embody the spirit of LSST’s mission to empower students and drive excellence.

# LSST Wembley Raises Awareness for World Mental Health Day 2023

By Kunal Chan Mehta

In a heartwarming and succouring gathering at LSST's Wembley campus, the spirit of compassion and empathy took centre stage as students and staff raised awareness of World Mental Health Day 2023.

The event, organised by Ancuta Hapurne, Academic Engagement Officer at LSST Wembley, marked by tea,

where they can freely discuss their mental health concerns.'

At the heart of these conversations is the art of 'empathetic communication', added Olivia Stewart, LSST's Disability, Learning Differences & Student Wellbeing Officer. The event shed light on crucial facets of effective dialogue, such as active listening,



talks and meaningful connections, emphasised the fundamental message that 'no one should bear the burden of mental health struggles alone.'

Amid the fragrant aroma of tea sailing through the air, LSST Wembley echoed with a simple yet profound message from Stephanie Pena Garcia, LSST's Mental Health & Student Wellbeing Lead, on the importance of forging supportive connections: 'LSST believes that every student should have the opportunity to establish at least one meaningful communication with either a staff member or a fellow student — a collaboration

the significance of body language, and the essence of listening to understand, rather than merely responding.

'LSST Wembley's commitment to fostering these skills is a testament to its dedication to nurturing not only the academic growth but also the emotional well-being of its students,' added Mohammad Haider, Academic Dean of LSST Wembley.

This year's theme, 'Mental Health is a universal right,' served as a poignant reminder of the barriers that students face, which can profoundly affect their mental well-being. These hurdles include financial pressures,



housing insecurities, the isolating grip of loneliness, employment concerns, and the weight of academic pressures, exemplified by deadlines. Most significantly, the event highlighted the often-unspoken fear of being perceived differently when seeking support for mental health concerns. The stigma surrounding mental health can deter students from approaching their lecturers and support staff.

In a notable stride towards destigmatising mental health

issues, LSST Wembley staff reassured its students of the institution's non-judgmental and impartial support systems. 'These systems are designed to envelop students with empathy and compassion, fostering an environment where seeking assistance is a courageous step towards healing,' added Stephanie Pena Garcia, LSST's Mental Health & Student Wellbeing Lead.

At the time of writing, 70 pounds was raised for the Mental Health Foundation by LSST Wembley.

If you require immediate Mental Health & Wellbeing Support please contact NHS on 111 or visit [www.nhs.uk/mental-health/get-urgent-help-for-mental-health/](http://www.nhs.uk/mental-health/get-urgent-help-for-mental-health/)

Samaritans are available 24/7 for free on 116 123.

Crisis Text Line are available 24/7, simply text SHOUT to 85258.



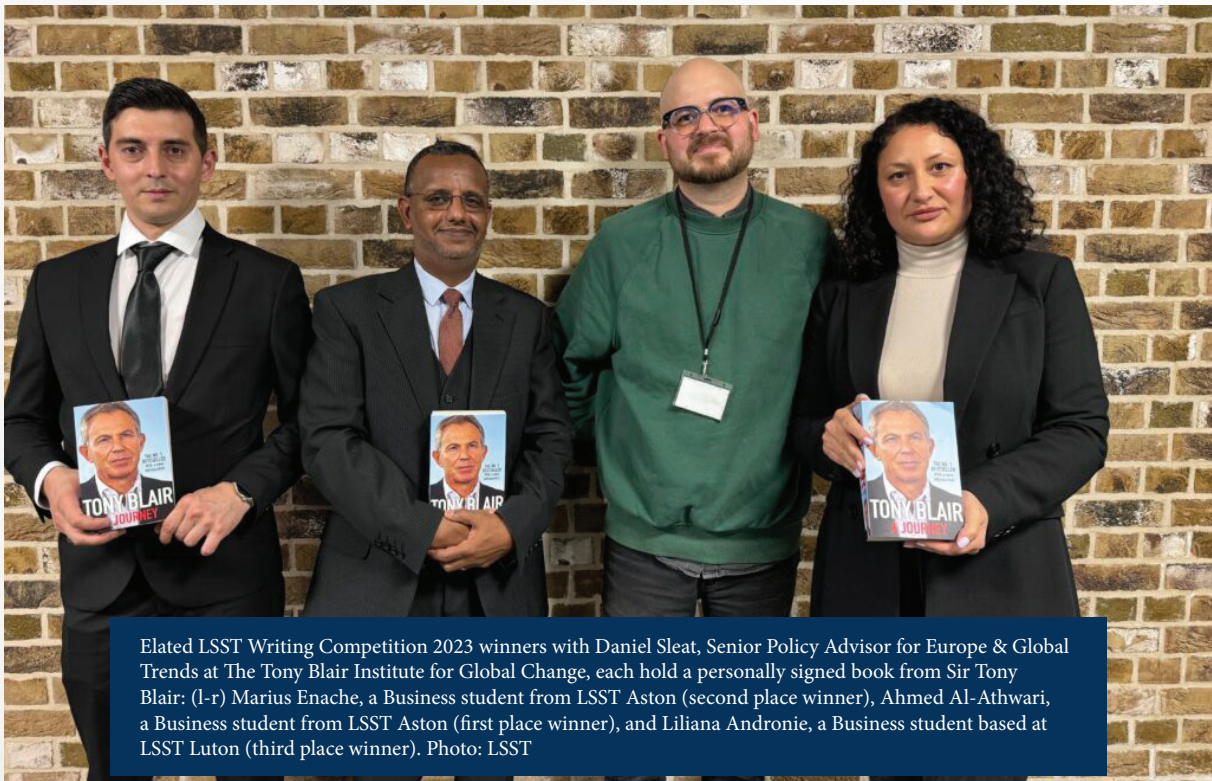
Stephanie presents gleeful student winners certificates for participating in thematic games on the day (Photo: LSST Wembley)



Tea and talk was used to raise money for the Mental Health Foundation (Photo: LSST Wembley)

# LSST Writing Competition 2023 Winners Announced at The Tony Blair Institute for Global Change

By Kunal Chan Mehta



Elated LSST Writing Competition 2023 winners with Daniel Sleat, Senior Policy Advisor for Europe & Global Trends at The Tony Blair Institute for Global Change, each hold a personally signed book from Sir Tony Blair: (l-r) Marius Enache, a Business student from LSST Aston (second place winner), Ahmed Al-Athwari, a Business student from LSST Aston (first place winner), and Liliana Andronie, a Business student based at LSST Luton (third place winner). Photo: LSST

**T**he winners of an innovative writing competition, organised by LSST and featuring esteemed panellists from CNN and The Tony Blair Institute for Global Change, have been revealed. The competition provided LSST students, across all courses and campuses, with an exceptional platform to showcase their writing talents tailored for non-specialist audiences. With a prize fund of £850, the competition serves as a unique platform for students to exhibit their writing acumen and engage in thought-provoking dialogues in the presence of expert panellists.

For LSST's 2nd annual writing competition, the themes of AI, governments and the metaverse inspired hundreds of captivating submissions, in which the panellists found wonderful wordplay and wisdom.

The challenge of choosing a winner was taken up by this year's judging panel, which comprised of Daniel

Sleat, Senior Policy Advisor for Europe & Global Trends at The Tony Blair Institute for Global Change, and Monica Sarkar, Senior Editor at CNN International in London along with Kunal Chan Mehta, PR Manager – and competition organiser – at LSST.

Ahmed Al-Athwari, a Business student from LSST Aston was given the top prize of £500 for his outstanding poignant and piquant exploration of the Metaverse as a plausible future for the internet. The panellists asserted that Ahmed's well-constructed work had a wonderful narrative about the Metaverse and portrayed its transformative power in the most simple and succinct way possible.

Ahmed expressed his immense pride, stating that the moment he found out he was a first prize winner was 'one of the proudest days of his life'. He also thanked staff at The Tony Blair Institute for Global Change for their personalised and encouraging feedback and expertise.

The essence of the day was not solely the recognition

bestowed upon the competition's victors but also the exceptional opportunity they had to gain insights from researchers and policy analysts. The Tony Blair Institute generously extended its support to the winners by offering individually signed copies of Sir Tony Blair's renowned book, "A Journey," to the competition winners. Recognising the emerging writers' literary talents, this gesture provided invaluable resources and inspiration to hone their craft.

Mr Ali Jafar Zaidi, LSST's Deputy CEO, emphasised the importance of the competition: 'I am absolutely thrilled

with the outstanding submissions and the remarkable scope of creative thinking. This competition clearly empowers LSST students to express their views and helps them discover their unique voices and writing styles.'

The student winners are currently collaborating with Kunal Chan Mehta, LSST's PR Manager, on various writing initiatives for LSST Life magazine, including additional articles, academic and creative writing webinars, and article writing presentations.



Ahmed claimed the grand prize of £500 for his captivating article exploring the Metaverse as a plausible future for the internet. Photo: LSST



The very best of the best: An event exuded enthusiasm and elation as the student winners expressed their profound delight with Daniel and his team and also Lynnette Douglas and Dr Ioannis Karfakis (from LSST Aston) and Kunal Chan Mehta. Photo: LSST.



Marius secured the runner-up position, receiving a prize of £250 for his thought-provoking piece on opportunities and threats posed by AI technology and its threat to global security. He said he felt 'deeply honoured' to be selected amid the amazing writers across LSST and owed 'a great sense of debt' to the esteemed judges at The Tony Blair Institute for Global Change and CNN. Photo: LSST



The event not only celebrated the recognition of literary talents but also showcased the invaluable lessons the student winners received through round table discussions and feedback sessions. It was a day of inspiration, emblematic of LSST's enduring commitment to nurturing student growth and promoting the articulation of their viewpoints through the written word. Photo: LSST

Runner-up Liliana thanked the panellists for their 'time, consideration and expert feedback' and was awarded £100 for her insightful article delving into what she would do if appointed Prime Minister of the United Kingdom. Photo: LSST



# LSST Birmingham Marks World Mental Health Day with camaraderie, creativity, craft and compassion

By Kunal Chan Mehta



**W**orld Mental Health Day is a global event that aims to raise additional awareness about mental health conditions. It is about the importance of mental health in our lives and how this drives a positive change for everyone. LSST Birmingham hosted a week-long series of events for its students and staff with camaraderie, creativity, craft and compassion to mark this occasion.

'LSST Birmingham marked World Mental Health Day by expertly expanding it to a much deserved World Mental Health Week which offered a successful series of engaging events and insightful discussions,' said Mr Ali Jafar Zaidi, LSST's Deputy CEO, hailing the event as a major success.

Isha Al-Harbi, a Lecturer and Module Lead for Health & Wellbeing in Society at LSST Birmingham, organised the event and ensured that the week's jam-packed sessions were aimed at enhancing mental health and fostering a supportive campus-community environment. The schedule included art sessions, open conversations, poetry and talking therapies.





One of the stand out posters for the event. Image: LSST Birmingham

Mr Mohsin Riaz, the Dean of LSST Birmingham, expressed his support, remarking: ‘The World Mental Health Week at LSST Birmingham was a fantastic opportunity to raise awareness and tackle stigmas by talking about them. Our excellent staff organised outstanding art classes, focused talking therapy sessions, and general advice on mental health and wellbeing – all while reminding us about the significance of mental health for students and staff.’

Isha added: ‘It was such a joy to see our students and staff sit side by side to collectively partake in learning how to care for themselves, sharing smiles and laughter as they brought out their inner child to co-create and have fun.’

LSST Birmingham reflects on an important week that fostered a supportive, inclusive, and mentally healthy environment for everyone. The event provided a safe space for both students and staff to share their experiences and express themselves. It emphasised the acquisition of new skills and the integration of these practices into their daily lives.

LSST is proud to have regularly highlighted the undeniable importance of mental health, with the soaring cost of living and the aftermath of the Covid lockdowns continuing to impact millions of students’ well-being across the UK.



LSST students and staff get creative and co-create artwork. Photo: LSST Birmingham



LSST Birmingham Students learn the benefits of mindfulness colouring. Photo: LSST Birmingham



A collection of artwork produced over Mental Health Awareness Week. Photo: LSST Birmingham



Bookmarks with inspirational quotes created by Dr Hafsa Abbas, Lecturer in Health & Social Science at LSST Birmingham. Photo: LSST Birmingham

# LSST Birmingham Senior Lecturer Conferred Associate Professor Status

By Kunal Chan Mehta



academic contributions.

'Dr Begum's achievement as an Associate Professor serves as a testament to LSST's commitment to fostering academic excellence and nurturing a thriving community of educators through continuous professional development,' said Mohsin Riaz, Dean of LSST Birmingham, expressing his delight.

'LSST has given me an unparalleled opportunity to improve my teaching skills, professional practice and interact with students from diverse backgrounds,' expressed Dr Begum. 'I firmly believe that this experience will prove to be valuable to me for years to come.'

LSST's community has all offered its sincere congratulations to Dr Begum, acknowledging the significance of her achievements and her extensive academic journey.

**D**r Mahmuda Begum, Senior Lecturer in Business at LSST's Birmingham Campus, has been awarded the title of Associate Professor by the Government of Bangladesh in recognition of her remarkable and exceptional academic achievements in grounded theory research in the field of business management and extensive academia and research contributions. The title carries a very high stature.

Dr Begum's affiliation with LSST has been a vital part of her successful career while also being an employee at the National University of Bangladesh. Her association with LSST has been recognised by the Government of Bangladesh, which highlights the significance of her



# In conversation with LSST’s Dr Maria Bastos: do we need to re-evaluate the UK’s international standing?

By Kunal Chan Mehta



Image source: Adobe Firefly/LSST Marketing

**B**ritain stands at a pivotal moment in history, poised to harness the valuable lessons from its exceptionalist past to navigate the challenges of the present. To do so effectively, Britain must adopt a more constructive and open approach to its international relationships with Europe and the broader global community. In light of the ongoing shifts in global politics, it becomes imperative for the UK to undertake a rigorous reassessment of its position on the international stage.

The UK’s Integrated Review, which encompasses

Security, Development and Foreign Policy, necessitates a comprehensive evaluation and public discussion to ensure it remains relevant and effective in addressing the changing dynamics of our interconnected world.

The UK currently finds itself at a significant turning point, where it must strategically adjust its global positioning and orientation to effectively navigate the challenges posed by events such as Brexit and global conflicts. This necessitates a thoughtful and deliberate approach to ensure that the UK remains stable and secure in the face of these pressures.

To shed light on the associated risks and opportunities as we traverse the unknown terrain ahead, we ask Dr

Maria Bastos – an expert on feminist approaches to foreign policy and global affairs – and a Health Course Leader and Chair of LSST’s Research Centre, to offer valuable insights into this critical juncture:

### **1. What pivotal decisions must the UK undertake in the ensuing twelve months, considering the ever-evolving global context?**

The next twelve months are critical, not only for Britain but for the world. International instability brought by the Russian invasion of Ukraine, which we cannot classify as a surprise, in view of events that have been taking place for years in Eastern Ukraine, is now aggravated with yet another eruption of the Palestine-Israel conflict.

The identification of pivotal decisions has been done by the UK government in its comprehensive Integrated Review. Those are closely linked to primary national interests and with national security. To be sure, these are the conventional principles pursued by any state. Thus, from a feminist foreign policy approach, these came as no surprise.

The UK continues to identify potential sources of instability within the international order, including in the Indo-Pacific region, where China continues to play a role that is perceived as expansionist, and revisionist in relation to Taiwan. Pivotal decisions include maintaining and strengthening its security and diplomatic relations with its traditional allies, including the European Union. The latter is, in my opinion, critical towards strengthening Europe’s security. This, however, requires a rethinking of the UK as a key foreign policy actor in Europe. To be sure, whilst, a more aggressive posture serves well on how the UK wishes to portray and imagine itself as a ‘global power’ Post-Brexit, pursuing stronger diplomacy, based on negotiations towards achieving enduring and sustainable peace settlements should be pivotal. Investing in and negotiating towards achieving enduring peace prospects is pivotal, in my opinion.

### **2. What should be the focal priorities for the UK in its global role, and how should it strategically position itself amid the complexities of the fracturing geopolitical landscape?**

Conventional foreign policy-making, which is by definition state-centric, places security at its core. It is very clear that state security is the UK’s first focal priority, as extensively explained in the Integrated Review. Thus, conventionally speaking, the UK government aims to continue focusing on security enhancement. That serves two purposes, which are interlinked: creating a national identity that attempts to recover elements of global dominance, whilst responding to existing threat situations. These have

been UK focal priorities. If you wish, the UK has historically adopted a strategic positioning that is fully aligned with the US and other Western powers. Thus, there will be no shift here. In fact, the AUKUS, which can be understood as a Western-dominated trilateral security alliance, will enhance the UK’s influence in the Indo/Asia-Pacific region (Cheng, 2022; BBC, 2021). This strategic alignment in the Indo-Pacific region is but a coherent continuation of historical British foreign policy designs.

To be sure, the concept of ‘global role’ may be subject to various interpretations. It is now well-established that an imagined global role for Britain in post-Brexit is one that seeks to enhance a stronger military posture, and more power-seeking with a more robust defence policy (see Whitman, 2016). This results in a more militarised foreign policy. Thus, in my opinion, we will be witnessing a further militarisation of the UK, including of elements its national identity. And this is then reflected in how other very urgent issues, which are also geopolitical in nature, are thrown into a second plan.

Whilst conventional analyses of foreign policy are mostly limited to so-called concepts of ‘hard power’, there are critical elements in foreign policy that appear to be secondary to the UK’s foreign policy-making options. I am referring to the Climate Emergency and Global Justice, for instance. Skilfully, the UK government refers to them as ‘thematic priorities’ (Integrated Review, 2023 p26). From a critical, feminist foreign policy analysis approach, these should be not secondary priorities.

In sum, focal priorities are well identified as national, state-security oriented, which are aligned with the UK’s aspirations for global power. However, it should be clear that pursuing a critique of such focal priorities does not mean they are not legitimate, but it further opens the space towards paying attention to the costs of not focusing on core issues such as global justice, broadly understood.

### **3. In the face of mounting humanitarian crises worldwide, how can the UK formulate its most effective response?**

Humanitarian crises become more visible as a result of armed conflicts. Once again we are witnessing it. Through the Foreign and Commonwealth Office, successive UK governments have applied great expertise and pursued a policy funding international development that is global in nature. Currently, that is no exception, and policies appear to be in place and are actioned.

Notwithstanding, it is interesting to observe how FCO is interested in further enhancing knowledge and capabilities concerning for instance, how to prevent



and reduce civilian harm resulting from conflict (FO, 2023). In view of the present international events, this appears to be a timely, critical initiative. Moreover, it is important to mention that the UK government must uphold, without exceptions, the International Humanitarian Law.

In my view, despite FCO policies and actions towards humanitarian crises, and international development, core foreign policy thinking and making does not contemplate a much-needed ethics of care. Thus, while states think of foreign policy and security in terms of risk and violence, I am of the opinion that ethics of care and all debates surrounding, it should be receiving more attention from the UK government and others. To be sure, this is an area where I wish to increase my understanding and research.

#### **4. Given its current strategic and economic standing, does the UK possess the necessary capabilities to fulfil its foreign policy and development commitments and, in doing so, align itself with its global aspirations?**

It is never possible to reply to questions of such nature with a decisive 'yes' or a 'no'. Despite Brexit, the UK remains heavily dependent on what happens in Europe, at all three levels: economic, social, and political. Currently, there is a high degree of uncertainty and a very volatile situation closer to Europe's most eastern regions. The war in Ukraine, the Palestine-Israel conflict, and a much less-known conflict between Azerbaijan and Armenia over the region of Nagorno-Karabagh can potentiate extended periods of armed conflict. That may hinder the UK's more global ambitions in far-flung regions, such as the Indo-Pacific.

Notwithstanding, the UK has chosen approaches to foreign policy that will enable a value-maximising (note the neoliberal jargon), international positioning where it wishes to be imagined as an independent, strong, robust power, infused with bellicist elements, if you will. That is clearly demonstrated in how language is used in the Integrated Review, which provides a good example demonstrating how those focal priorities are closely linked with the UK's imagined global role.

To be sure, it is a heavily gendered strategy. Traditionally, these are believed to be part of the parochial recipe towards achieving dominance and power. The UK is a power-hunger state, where the memory of The Empire continues to speak. Thus, following that line, we could think yes, theoretically the UK could succeed.

On the other hand, such strategy raises concerns whether UK will be able to pay attention to the pressing agenda of Climate Emergency, or the 2030 Agenda for Sustainable Development. It will be

very interesting to follow how the UK will conduct international development policies, including those at the intersection of Climate Emergency.

In sum, if one thinks and believes that a state-centric perspective foreign policy suffices to successfully amalgamate global power, then the UK has clearly laid its strategy. If, on the other hand, one prefers to seek a more critical and feminist approach to understanding UK foreign policy, there is enough room to provide a critique, which includes a focus on other dimensions such as gender, sexuality, and race (see Achilleos-Sarll, 2018) and thus open spaces for better democratic scrutiny of any elected government options.

Dr Maria Bastos is a regular contributor to The International Studies Association – and has recently presented on Militarism And Foreign Policy: Framing UK-Pakistan Relations Post-Brexit.

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# LSST Luton Hosts Empowerment Workshop from Mumpreneur and BBC Apprentice Star Jemelin Artigas

By Kunal Chan Mehta

Entrepreneur, public figure, and actress Jemelin Artigas, known for her captivating journey on BBC's *The Apprentice*, received a warm welcome during her visit to LSST Luton on 21 November 2023. Renowned for her success in network marketing and providing bespoke entrepreneurship guidance, Jemelin left an indelible impact on LSST Luton students.

During her interaction with LSST students, Artigas shared insights from her experience on BBC's *The Apprentice*, emphasising the importance of performing tasks to the best of one's ability. She outlined key ingredients for business success, highlighting the virtues of patience, resilience, and motivation – and always writing down what you are grateful for.

Exploring the concepts of the current reality of business start-ups and entrepreneurial destitutions, Artigas quoted Roosevelt stating: 'Believe you can, and you're halfway there,' adding, 'The same applies to business ideas.'

Expressing delight at Artigas's visit, Sianat Mahmood, Career and Employability Officer at LSST Luton, said: 'We are delighted that Jemelin came in to meet with our students and inspired us as a true ambassador for entrepreneurship. It is important that students are able to engage directly with public figures and role models like Jemelin and learn about the realities of business and entrepreneurship.'

Jemelin, whose life mantra is 'don't have problems, have solutions,' commended LSST Luton students for their passion for academia and their possession of essential work-ready skills.



(l-r) Jemelin meets with Sianat Mahmood, Career and Employability Officer at LSST Luton, and Ulfat Hussain, LSST's Operations Manager, to discuss her methods of boosting student confidence and motivation and how these can be implemented across LSST. (Photo: LSST)



Sianat Mahmood, Career and Employability Officer at LSST Luton, welcomes Jemelin and thanks Nasir Bashir, LSST Web and Graphic Designer, for his excellent poster artwork and coordination for the event. (Photo: LSST)



LSST Luton students thanking Jemelin at the end of her talk. (Photo: LSST)

# Managerial Styles, Leadership and Organisational Success

By Ahmad Aslam, Lecturer in Business, LSST Elephant and Castle campus.

The role of management is pivotal in organisational success in that the style of management determines the effectiveness of management. Further, the style of management is crucial to developing good working relationships while engaging team members and establishing a level of trust, respect and rapport between the management and the team members. On the contrary, an inappropriate style of management may lead to an outcome where employees feel demotivated and detached. Managerial styles not in line with the ethos of an organisation may result in organisational failure (see CMI, 2023).

Historically, managers would use an old-fashioned approach to manage their teams (CMI, 2023). They believed that their authority was the only way to guarantee success and that there was only one management style that could be applied to every situation. This style was based on command and control and was considered normal before the 1980s. However, over time, there has been a shift towards a more collaborative and coaching approach to management. The objective is to promote motivation and engagement among employees, and this approach is now seen as more effective than the old style.

The academic term “management style” has been replaced with “leadership style” in recent times (see CMI, 2023).

However, it can be difficult to distinguish between the two terms. Some experts consider leadership as an aspect of management which can be demonstrated by anyone and is not limited to senior management positions. While both management and leadership styles aim to exercise authority in the workplace to achieve objectives, they may differ in terms of body

language, behaviour, conduct, and demeanour.

## Categories of management

Rensis Likert, in 1961, described four categories of management and leadership styles based on the level of managerial authority. These categories are as follows:



*Exploitative/Authoritative*, where the manager issues orders, uses fear and punishment techniques and has little or no confidence in their employees.

*Benevolent/Authoritative*, where the manager has some confidence in their employees but still uses an authoritative style and treats their team in a paternalistic manner.

*Consultative*, where the manager shows confidence in their employees, involves them in sharing ideas and opinions, but retains decision-making power.

And, *Participative*, where management has complete confidence in their employees, involving them in sharing ideas, setting goals, and making important decisions.

Robert Blake and Jane Mouton (1964), mentioned two driving forces behind managerial styles and behavior. One is having concern for getting the job done and the second driving force is the concern for the employees involved. Based on the two driving forces, the managerial styles are categorised as impoverished management, having little concern for the task or the people, and authority-obedience having high concern for the task but least concern for the people. The approach is based more on command and control and has the prospect of damaging the relationships with the employees. A Country Club leadership style is where there is high concern for the people but less concern for the task. Such style may result in a friendly working environment however the work may be compromised. Team management has high consideration for the task and the employees, such managerial style has high prospects for successful achievement. Middle-of-the-road management in which there is a moderate level of concern for the task and the people.

Bernard Bass (2006), mentioned that transformational leadership is based on the engagement of followers. In such leadership, the followers consider their leader as a role model and a charismatic personality who commands a high level of respect among the followers and demonstrates strong moral and ethical principles. Such leadership due to its strong character is able to inspire and motivate his followers to perform more than the threshold levels. This transformational leadership has the ability to influence Intellectual stimulation among the followers thus encouraging creativity, a collaborative learning environment and delegating a higher level of authority. Warren Bennis and Burt Nanus (1974), described transformational leadership as having a clear vision for the future, serving as a social architect, communicating a direction, creating trust within the organisation through clarity and consistency and encouraging positive self-regard among employees to concentrate on their strengths.

Daniel Goleman (2017), classified leadership styles into six categories based on varying levels of emotional intelligence: (1) A coercive leader who demands immediate compliance, (2) an authoritative leader who marshals employees towards an organisational vision, and (3) an affiliative leader who develops emotional connectivity with employees and pursues harmony, (4) a democratic leader who engages employees in consensus building, (5) a pacesetter leader who

encourages employees towards achieving excellence and (6) coaching leaders who equip their employees towards future developments.

Goleman (2017) proposed that leadership has to follow a multi-styled approach that can be appropriate according to the context at a given time. Modern approaches stress on the importance of managing and leading while using soft skills such as being honest with employees, listening to employees' concerns, building a level of trust with the employees and avoiding coercion.

## **Tannenbaum Schmidt Leadership Continuum**

Robert Tannenbaum and Warren Schmidt (2007), provided insight about leadership style which can be gauged on basis of level of control or authority by the management and level of flexibility to which the subordinates are allowed to act on their own initiatives. They mentioned about the leadership continuum consisting of seven stages starting from when management exerts the highest level of control to the stage when subordinates are empowered to make decisions independently within pre-determined limits. The seven stages are: tells, persuades, shows, consults, asks, shares and involves. A good manager has to move along the stages according to the capabilities and experience of the team.

## **Theory X and Theory Y**

Douglas McGregor (2008), proposed two sets of theories related to a human approach towards work and mentioned about the managerial styles related to such human nature. Theory X assumes that human beings have an innate dislike for work and they need to be directed and controlled to achieve the desired results. That control leads to an autocratic managerial style.

Theory Y considers that human beings take work as something natural that provides them with a sense of satisfaction. Theory Y proposes that employees can be motivated by respect and recognition from the management. Such beliefs lead to a more consultative and participative managerial style. McGregor mentioned that Theory X may lead to demotivation and poor performance while Theory Y may result in a higher level of motivation and performance.

Rob Goffee and Gareth Jones (2009), mentioned that Authentic Management is leadership that is honest, practices whatever it preaches, and has a strong focus on being aware of employees' feelings and overall understanding of the organisational culture. Much of today's management is focused on how managers relate to people. The key to effective management is adapting your style to fit the context, culture, task, and

team members' expectations.

Exploring the appropriate managerial style for higher education institutions holds significant value. From my perspective, it's essential to acknowledge that managing academic institutions differs substantially from corporate settings, primarily because of the unique nature of academic work, especially for faculty members. Contemporary management principles increasingly prioritize employee well-being, cooperation, and overall engagement. Managing an academic institution requires a focus on employee satisfaction, flexibility, collaboration and engagement. The autocratic command and control approach is no longer effective in today's working environment. I believe that academic staff deserve an even higher level of respect, recognition, collaboration, and consultation due to the nature of their work. Therefore, it is important to prioritize these aspects when dealing with academic staff.

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# Building Resilience in SMEs: The Power of Adaptability, Sustainability, Technology and Risk Management

By Kirill Koniayev, Lecturer in Business, LSST Aston



Image source: Adobe Firefly/LSST Marketing

In an ever-evolving landscape, small and medium-sized enterprises (SMEs) face continuous challenges that can threaten their sustainability (Office for National Statistics, 2023; Rawindaran et al., 2023; Rizzi et al., 2014). To thrive in such an environment, SMEs must embrace resilience strategies that enable them to withstand adversity and adapt to new circumstances (Wishart, 2018). This blog will explore some of the aspects of building resilience in SMEs:

## 1. Adaptability

Adaptability is a cornerstone of SME resilience (Wishart, 2018). The ability to pivot and make quick decisions in response to changing circumstances can mean the difference between survival and failure. No matter their size, SMEs should nurture a culture of adaptability within their organisations (Saputra et al., 2022). This involves fostering an environment where employees are encouraged to think creatively, propose

innovative solutions, and embrace change (Rich and Shararah, 2020).

One of the effective ways to enable adaptability is through scenario planning (Vargo and Seville, 2011). By developing contingency plans for various scenarios, SMEs can prepare for economic downturns, natural disasters, or unexpected events (North-Samardzic and Gregson, 2011; Thiede et al., 2013). These plans serve as roadmaps for how the business should respond when faced with adversity. Having a well-thought-out plan in place allows SMEs to act swiftly and decisively, minimising the impact of disruptions.

## 2. Sustainability

Sustainability is not just a buzzword – it's a powerful strategy for SME resilience (Ford et al., 2021). Sustainable business practices not only benefit the environment but also contribute to long-term financial stability. By reducing waste, conserving resources, and adopting eco-friendly initiatives, SMEs can lower operating costs (Rich and Shararah, 2020)

and enhance their reputation among environmentally conscious consumers (Bhattacharyya et al., 2021).

Sustainable practices can take various forms, such as energy-efficient operations, waste reduction, and responsible sourcing (Rich and Shararah, 2020). For instance, implementing energy-efficient technologies can lead to cost savings while reducing the business's carbon footprint (Schulze et al., 2016; Seryak and Kissock, 2005; Smith, et al., 2021; Thiede et al., 2013; Walpole and Renfrew, 2018). Moreover, consumers increasingly favour businesses that demonstrate a commitment to sustainability, making it a valuable marketing tool (Bhattacharyya et al., 2021).

are powerful tools for SMEs (Chaffey and Ellis-Chadwick, 2019).

- **E-commerce:** By establishing an online storefront or expanding already existing e-commerce capabilities, e-commerce allows SMEs to diversify their revenue streams, reach a global customer base, and remain operational during disruptions (Chaffey and Ellis-Chadwick, 2019).
- **Cloud-Based Tools:** By implementing Cloud-Based Software and services for e-commerce, remote work, data storage, and collaboration, Cloud-Based Technologies support and enable



### 3. Technology Adoption

With the wider acceptance of Industry 4.0 and the Internet of Things (IoT), technological adaption is essential for SME resilience. Embracing technology can enhance efficiency, productivity, and adaptability (Kanagachidambaresan et al., 2020). These are some of the following ways SMEs can leverage technology to bolster their resilience:

- **Digital Marketing:** By investing in digital marketing strategies to expand the online presence in order to reach a broader audience, and drive sales. Social Media Advertising, Search Engine Optimisation (SEO), and Email Marketing

SMEs to maintain business continuity (Sandu and Gide, 2018), even when employees need to work from home or consumers who may not be able to interact with the business.

### 4. Risk Management

Effective risk management is vital for SME resilience. SMEs must identify potential risks to their business and develop strategies to mitigate them (Falkner and Hiebl, 2015). Here are some of the risks that SMEs face and potential ways that they can mitigate them:

- **Risk Assessment:** By conducting a comprehensive risk assessment to identify vulnerabilities and

potential threats and consider both internal and external factors that could impact the business (Aven, 2016).

- **Insurance and Risk Transfer:** It is important to review the insurance coverage to ensure it adequately protects the business from potential risks and disasters; and, in some cases, transferring certain risks through insurance (Falkner and Hiebl, 2015) may be a prudent strategy.
- **Contingency Planning:** It is paramount that a business has contingency plans for various scenarios, such as supply chain disruptions, economic downturns (Hong, Huang and Li, 2012), or cybersecurity breaches (Rawindaran et al., 2023). When creating these plans, businesses should outline how they will respond to mitigate the impact of these risks.
- **Regular Review:** All businesses should continuously monitor and reassess your risk management strategies; as the business evolves and market conditions change, the risk profile may also shift, necessitating adjustments to the risk management approach (Hopkin and Thompson, 2022).

In conclusion, building resilience in SMEs requires a multifaceted approach that incorporates adaptability, sustainability, technology adoption, and risk management. SMEs that prioritise these strategies are better equipped to navigate the challenges of today's business environment, ensuring their long-term success and growth. By embracing change, embracing sustainability, leveraging technology, and effectively managing risks, SMEs can thrive even in the face of adversity.

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# Enhancing Stakeholder Value in SMEs and MSMEs: A Comprehensive Guide

By Kirill Koniayev, Lecturer in Business, LSST Aston



Image: MS Designer/LSST Marketing

Incorporating these foundational perspectives, this blog delves into how SMEs and MSMEs can navigate and enhance stakeholder relationships, ensuring synergy between business success and societal progress (Koirala, 2018; Porter and Kramer, 2011).

## Delving Deeper into Stakeholder Value for SMEs and MSMEs

For smaller businesses, stakeholder value often centres around more

intimate relationships and direct engagement (The Federation of Small Businesses, n.d.). Unlike bigger organisations, SMEs and MSMEs have the advantage of closely interacting with their stakeholders, leading to more significant and meaningful impacts (Koirala, 2018).

### Customers: The Heartbeat of Your Business

In SMEs and MSMEs, customers are more than just revenue sources; they are integral to the business's fabric (Albaz et al., 2020). Tailoring services to meet local needs, building trust through consistent transparency, and maintaining an open dialogue are key strategies (Rane, Achari and Choudhary, 2023). Regular feedback mechanisms and adapting swiftly to customer preferences can elevate the value offered (Swift, 2001).

### Employees: The Pillars of Strength

In smaller enterprises, each employee's contribution is magnified. Investing in their professional development and nurturing a supportive workplace culture can exponentially boost productivity and loyalty (Nagori, 2022). SMEs and MSMEs stand to gain immensely

## Understanding Stakeholders in the Modern Business Context

In today's business landscape, the concept of stakeholder value is paramount, especially for Small and Medium-sized Enterprises (SMEs) and Micro, Small, and Medium-sized Enterprises (MSMEs) (Rutterford, 1998; Svendsen, 1998). Freeman (1984, p.46), defined stakeholders as "any group or individual who can affect or is affected by the achievement of the organization's objectives". This definition revolutionised the way businesses view their ecosystem, expanding the focus beyond just shareholders to include customers, employees, suppliers, communities, and even competitors (Rutterford, 1998; Svendsen, 1998).

Adding to this, the concept of Creating Shared Value (CSV) emphasises the importance of generating economic value in a way that also produces value for society (Porter and Kramer, 2018; Porter and Kramer, 2011). This approach redefines the boundaries of capitalism, suggesting that the success of a company and the well-being of the community around it are mutually dependent (Koirala, 2018; Porter and Kramer, 2011).

from cultivating a team ethos where every member's input is valued and respected (Gherghina et al., 2020).

### Suppliers: Collaborative Growth Partners

For many businesses, suppliers are the backbone, providing essential goods and services. Establishing robust, ethical, and mutually beneficial relationships with suppliers ensures a stable and reliable supply chain (Oxford College of Procurement and Supply, 2016). Collaborative strategies such as joint resource planning or shared innovations can yield mutual benefits (Zahoor and Al-Tabbaa, 2020).

### Communities: Nurturing Local Bonds

Community engagement is paramount for SMEs and MSMEs (Bhinekawati, 2018). Actions ranging from sponsoring local events to implementing eco-friendly business practices can leave a lasting positive imprint (Moursellas et al., 2022). This not only bolsters the company's standing but also contributes to the socio-economic health of the community (Miklian and Hoelscher, 2021).

### Investors: Aligning Visions and Realities

Investors in SMEs and MSMEs often seek a blend of financial returns and the realisation of personal business aspirations (OECD, 2017). Regular, transparent communication about business trajectories, challenges, and strategic plans helps in synchronising expectations and fortifying investor relations (Butler, 2023; Hoffmann, 2018).

### Industry-Specific Challenges: Turning Obstacles into Opportunities

Each industry presents unique challenges (Bain and Company, n.d.). Tech SMEs, for example, may face hurdles with evolving technologies (Pylaeva et al., 2022), while retail MSMEs might confront intense online competition (Susanti, Mulyanti and Wati, 2023). Identifying these industry-specific challenges and transforming them into opportunities is crucial for stakeholder value enhancement (Fobbe and Hilletoft, 2021).

### Embracing Innovation and Adaptability

In today's fast-paced business world, SMEs and MSMEs must be innovative and adaptable (Srisathan, Ketkaew and Naruetharadhol, 2023). Embracing new technologies or adapting business models in response to market shifts is not just advantageous but necessary for survival and growth (Adam and Alarifi, 2021; Geissdoerfer, Vladimirova and Evans, 2018).

## The Road Ahead: Fostering a Stakeholder-Centric Ethos

The future of successful business practice lies in recognising and valuing each stakeholder's role (Fobbe and Hilletoft, 2021). For SMEs and MSMEs, this means cultivating a culture that acknowledges the importance of every stakeholder interaction and strives to add value consistently (Koirala, 2018). By doing so, these enterprises not only secure their foothold but also pave the path towards long-term prosperity and growth.

### Conclusion: A Vision for Sustainable Business

Ultimately, the goal for SMEs and MSMEs is to evolve into organisations where stakeholder value is ingrained in every aspect of the business. This approach not only ensures resilience in the face of market fluctuations but also positions these enterprises as pillars of sustainable and ethical business practices in the 21st century.

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# FIVE WAYS TO GIVE AN EFFECTIVE PRESENTATION

By Noor Mukhtar, Academic Support Tutor Business, LSST Luton campus and Fateh Sher Cheema, Junior Student Support Officer, LSST Luton campus



Image source: Adobe Firefly/LSST Marketing

An effective presentation effectively conveys ideas and leaves a lasting impression on the audience. A strong example of this was the unveiling of the iPhone 7 by Steve Jobs, where he used a visually engaging presentation with a captivating style to launch his product – it set a trend of simplicity and succinct presentation styles that did not overly rely on data-driven.

At LSST, we firmly believe in the significance of presentations as a crucial aspect of the academic journey. Further, students are required to deliver presentations at different stages during their courses. This practice enables students to develop transferable skills to shape their confidence and communication ability. Here are five ways to give an effective presentation:

## 1. Use Visual Aids

Visual aids are tools that can be employed to make the information that is being delivered to the audience easier to understand through pictures, videos, and/or PowerPoint presentations. Adding images to a PowerPoint presentation can help to move the message forward and would assist the audience in understanding what is being relayed. It has been proven by researchers that images enhance memory

and learning (Hosie, 1996).

Additionally, when designing the slides it is good practice to keep inclusivity in mind. Some members of the audience may suffer from dyslexia. This can impair their learning process. The Dyslexia-friendly style guide can be used to make the information in the presentation more accessible for them. The Arial theme font of size 12 should be used for lettering to be clearer. It is always best to give an overview of the contents and not overload the audience with information. Instead, it is more effective to keep the information concise, highlighting the main elements. It is crucial that all information, charts, or graphs must be correctly referenced to demonstrate good referencing skills. To ensure any presentation is visually appealing while the information is easy to absorb, minimise the number of slides and use high contrast colours with large fonts. Remember you are the presenter, and the slides are there to aid you.

## 2. Strategies to engage the audience

The engagement strategy that a presenter adopts affects the efficacy of the message and the attention span of the audience (Bernhardt and Fischer, 2006). It is important to break the ice and grab the attention of the audience from the get-go. One of the tactics to do this

is to start by asking a rhetorical or literal question at the very start like; what do you already know about the topic? Did you know a fact about the topic? This allows the audience to begin thinking along the lines that are supported by the information in the presentation.

Additionally, audience participation must be encouraged for engagement, for instance asking the audience what they already know about the topic or what they understand of it. Another technique to keep your audience engaged is by the presenter using pauses in their speech effectively, which gives the audience a few moments at various points to absorb the information that is being presented.

These pauses can also help the presenter to collect and compose their thoughts and avoid speaking monotony or rushing through their words.

More so, the presenter must be aware of the general capability of the audience as English may not be their first or second language. So, words need to be clearly pronounced and an avoidance of any slang or colloquial terms is important, for everyone to be able to understand what is being said and for effective learning of the information given in the presentation.

### 3. Harness Your Nerves

Feeling anxious when needing to speak in public is common and quite natural. Research shows that up to 85% of people experience some level of anxiety when they need to speak in public (Munohsamy, Chandran and Rahman, 2015). Due to the severity of nerves, not all aspects may go as per plan, so at this point, cue cards can be used as reminders, and these may include a list of 3-6 bullet points. However, one must make sure that the audience's concentration does not divert from the presenter.

Stage fright is a common response to our body's flight or fight response. Many strategies can be considered prior to giving a presentation. For example, engaging with breathing exercises before going on the stage can help get fresh oxygen into the lungs and the brain, which can help to think clearly. Additionally, the presenter can familiarise themselves with the surroundings of the stage to feel calmer before presenting. Speakers like Matt Abrahams provide great presentations on how to calm your nerves while public speaking.

Lastly, a good presenter always maintains eye contact; this may be difficult as nerves can get the better of you sometimes, but it is important nonetheless, as it helps the audience stay connected to you as the speaker as you deliver your presentation. So, focus on what you need to present, look up at the surrounding environment, harness your nerves, and give a rocking presentation!

### 4. Time Management

Managing the time is crucial not only for the presenter to finish on time but also to make an impact on the audience – no audience likes over running presentations. An effective presenter should leave their audience with key information and aids. As such, primarily, it is important to know the time limit in which the presentation needs to be delivered. This enables the presenter to know the exact number of slides and the time that must be spent on them. Ensure that you leave a few minutes aside for any technical difficulties or Q&A opportunities for the audience.

### 5. Practice

Practice makes perfect. The more the presenter practices the more confident they are while presenting. Practice gives them the opportunity to be comfortable on stage. It is also a good idea to practice with a timer and/or with the practice presentation being recorded so it can be reviewed to see if any changes need to be made to the information or performance. You can also practice in front of friends and family to get feedback on how well you have presented and what changes you may need to make.

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# Mental Health Support in Higher Education: Current Trends and Future Directions

By Hararia Ijaz, Lecturer in Business, LSST Luton

This article aims to discuss the mental health support in HE (Higher Education). Mental health is a critical aspect for students who continue their education – especially after a break and with additional family responsibilities. Mental health support in HE institutes is a critical area of concern as it directly deals with the recognition of mental health challenges being faced by students in the same setting.

## Current State

A wide range of educational institutes existing in England are offering mental health support services to students. However, Zhai and Du (2020) highlight in their research that despite such an offering, about 43% of students were found to be facing mental health challenges while at HE institutes, which showcases the severity of the issue. There are a wide range of causes contributing to the increasing rate of mental health challenges amongst students, including staff shortages, insufficient funding, and a lack of specialised mental health services. This aspect was significantly realised amongst HE institutes during COVID-19 when a wide range of students, as well as staff members, demanded or needed mental health support services, which highlights the area for improvement in this regard (see Chen and Lucock, 2022). At LSST, we are widening the infrastructure in order to enhance the mental health provisions and services offered. A greater number of staff members are coming on board for Mental Health and Student Wellbeing and working in close collaboration. At my campus (LSST Luton), I note that an increasing number of staff are focusing on the wellbeing of students.

## Key strategies to address the challenge

Increasing cooperation between HE institutes and outside mental health organisations is an important method for addressing the mental health issues facing HE institutions. The variety of support options accessible to students can be expanded through collaborations with regional mental health agencies, charities, and organisations (Odgers and Jensen, 2020). The exchange of materials and best practices is also made easier by this collaborative approach.

Technology may significantly enhance mental



health support in contemporary times. For instance, HE institutions could invest in websites or mobile applications that tend to offer access to information, self-help tools, and virtual counselling sessions to students (Zhai and Du, 2022). These digital materials, especially for distant or online learners, can help close the access to the mental health care divide.

Finally, the mental support programmes must be assessed and evaluated on a regular basis (Burger, Becker, and Schoon, 2023). For this reason, HE institutes should be required to collect, examine, and analyse the data on a regular basis related to student mental health conditions to determine the areas for improvement (Toquero, 2020). LSST is striving to become more inclusive and accessible. One of the goals is to improve the quality of wellbeing services so that more students will seek support from the experts employed by LSST.

## Next steps

In light of the points mentioned above, it is clear that while mental health support is recognised as a requirement in higher education institutes, its implementation can be limited due to various challenges such as staff shortages, insufficient funding, and a lack of specialised mental health services. To overcome these challenges, effective collaboration among staff members, the use of technology, and regular monitoring are necessary.

**If you require immediate Mental Health & Wellbeing Support please contact NHS on 111 or visit [www.nhs.uk/mental-health/get-urgent-help-for-mental-health/](http://www.nhs.uk/mental-health/get-urgent-help-for-mental-health/)**

**Samaritans are available 24/7 for free on 116 123. Crisis Text Line are available 24/7, simply text SHOUT to 85258.**

# Career Insights Gained from Nikke Hewitt, Senior Executive Recruiter at Reed

By Foteini Meleti, Career & Employability Coordinator, LSST Elephant and Castle



Level 5 and Level 6 students attended Nikke Hewitt's talk (Photo: LSST Elephant and Castle)



Nikke answering career-related questions from LSST Elephant and Castle students (Photo: LSST Elephant and Castle).



Nikke with the Academic Lead of Business Degrees Eniana Gobuzi and the Academic Lead for health Degrees Floyd Manderson.

LSST Elephant and Castle hosted a remarkable event, featuring a distinguished guest speaker, Nikke Hewitt – Senior Executive Recruiter from Reed. Nikke's presentation (on 11 October 2023) explored the intricacies of securing a job after completing a degree, and her enthusiastic engagement with student career-related inquiries, left a lasting impression on all attendees.

Reed is one of the UK's most reputable recruitment agencies and it was no wonder Nikke's talk was eagerly anticipated by both students and staff. Her experience and expertise made her the perfect choice to guide our students towards successful careers.

Nikke's talk covered a wide range of subjects, including how to create a great resume and become skilled at job interviews. She stressed the significance of showcasing one's qualifications, passion, and personality during the hiring process. Her guidance on building connections and developing meaningful relationships with people in the industry strongly connected with the audience. Nikke emphasised the significance of volunteering in her talk. She highlighted how volunteering can positively impact the community and enhance one's skills, build a network, and even open up career opportunities. Nikke's message was clear: 'Giving back through volunteering is a valuable experience and a pathway to personal and professional growth.'

The subsequent Q&A session, following Nikke's presentation, was equally enlightening. Students had

the opportunity to pose their burning career-related questions to Nikke, and she responded with patience and expertise. Her answers were replete with practical advice and words of encouragement, instilling students with the confidence to navigate the journey post-graduation.

Looking ahead, we are enthusiastic about the possibility of future collaborations with Nikke and Reed. Her mentorship and guidance will undoubtedly serve as a valuable resource as LSST students navigate the competitive landscape of job hunting. Together, we can empower our students to embark on successful careers, equipped with the knowledge and skills essential to thrive in their chosen professions.

The event is one that will stay in our memories for a long time. Nikke's visit has reinforced our commitment to helping our students succeed by equipping them with the necessary tools and guidance to excel in the job market. We eagerly look forward to a future filled with collaborative efforts to support LSST students in their pursuit of fulfilling careers.

We extend our heartfelt gratitude to Nikke for her enlightening insights and eagerly anticipate future collaborations to support LSST students in their career journeys.

It was clear from the questions asked by the LSST students that they welcomed this opportunity to hear firsthand from someone with her expertise. We can not wait to have her back.



# LSST Luton Hosts CV Workshops from Total Jobs

By Sianat Mahmood, Career and Employability Officer at LSST Luton

Our Total Jobs CV skills workshop event took place at LSST Luton on 19 October 2023. We were honoured to have Julian Linsell, a visibility product specialist at Total Jobs-Milkround, who travelled all the way from Portsmouth to join our careers team at Luton. Our Career Coordinator, Foteini Meleti, was also present on this day to assist our Luton campus in optimising their engagement with the career department, particularly in relation to the Total Jobs event.

The event was a masterclass for students who wanted to develop skills for career planning and improve their CVs. Julian, who himself had taken different career pathways after university, shared his insights with the students at Luton. He also provided specialised guidance on CV excellence, which made the students more informed about employability skills. They understood the relevant skills required to take them forward after graduation.

Julian explained that the term “blind CV” refers to a CV in which most personal details, like the applicant’s name, gender, age, or other identifying information, are removed. This practice is especially relevant in modern recruitment, where many CVs go through automated systems rather than being initially read by a human recruiter.

Julian shared that nearly half of the organisations employing graduates intend to increase their hires in the next 12 months, indicating a consistent demand for graduate and early career talent. He also spoke about Career Ready, a UK-wide social mobility organisation with a mission to empower people to overcome socio-economic barriers. Career Ready specialise in providing individuals with key skills, improved confidence, and the social capital to navigate the world of work.

Furthermore, Julian discussed the various career paths graduates can pursue and highlighted important websites such as Milkround, the largest graduate job board in the UK. It’s worth noting that there are multiple other job boards dedicated to graduate recruitment.

In addition to these resources, LinkedIn is a valuable platform for networking with other companies,

allowing individuals to learn more about their company culture, workforce, employee benefits, and job vacancies.

Julia presented some advice on salaries. He explained considering the current financial concerns of both jobseekers and employees, it’s crucial to ensure that salaries are fair, transparent, and competitive with industry and market averages. Employers might want to consider offering one-time payments until the salary review season.



Photo: LSST Luton

Julian’s main points were to tailor your CV for each job application, use action verbs, quantify achievements, keep it concise, proofread, maintain consistent formatting, and keep it honest.

I was impressed with how eagerly the students engaged with the workshop. All students were fully absorbed in the information provided and wanted to continue enhancing their knowledge. I was also amazed at how attentively all the students listened to Julian.

Overall, the workshop was a great provision for our Luton campus. We were delighted to have Julian there to deliver an exceptional workshop for our students. We would love for him to come back to our campus and provide more exceptional workshops.

Remember seeking professional advice can be beneficial if you’re unsure about your CV’s quality so please feel free to contact me at [sianat.mahmood@lsst.ac](mailto:sianat.mahmood@lsst.ac) for additional CV support.

# Exploring Care Assistance with City & County Healthcare Group

By Foteini Meleti, Career & Employability Coordinator, LSST Elephant and Castle Campus

A recent event in the centre of the LSST Elephant Castle Campus revealed interesting options in the field of care assistance role Sam McLeod, Regional Recruiter for City & County Healthcare Group, gave insightful information on the many fulfilling career options that are open to health students. Let's explore the most important lessons learned from this enlightening experience and learn why training to be a care assistant can be the life-changing opportunity you've been looking for.

Sam McLeod's presentation opened a gateway to numerous career paths within the healthcare industry. Starting as a Care Assistant, students can embark on a journey leading to various roles, from care coordinator, team leader, field care coordinator, care coordinator, branch manager and regional manager. The event illuminated the vast landscape of possibilities awaiting those willing to take the first step.

One highlight was Sam's emphasis on professional development. City & County Healthcare Group invests in its employees, offering training and growth opportunities. As a Care Assistant, students not only contribute to others' well-being but also cultivate skills that can propel them forward in their healthcare careers.

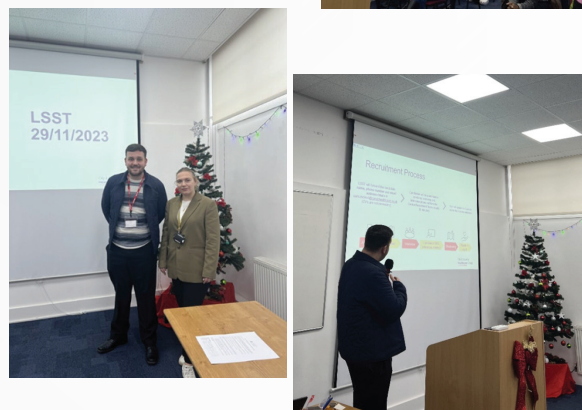
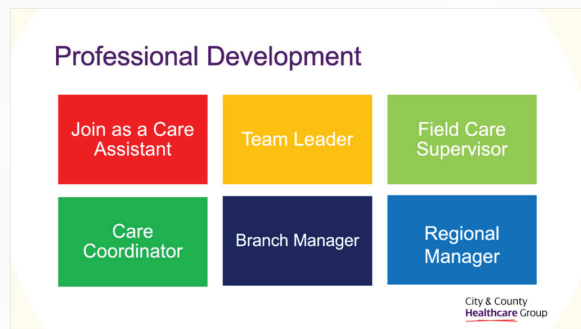
City & County Healthcare Group, a key player in the healthcare sector, provides a plethora of benefits to its employees. From competitive compensation to comprehensive healthcare benefits, the group prioritises staff well-being. Sam emphasised the supportive work environment, encouraging students to consider the positive impact they could make within this esteemed organization.

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Sam went the extra mile by meeting one-on-one with students, offering personalised guidance based on their experiences and aspirations. This commitment to mentorship exemplified the support for each student's journey. Sam encouraged students to share their

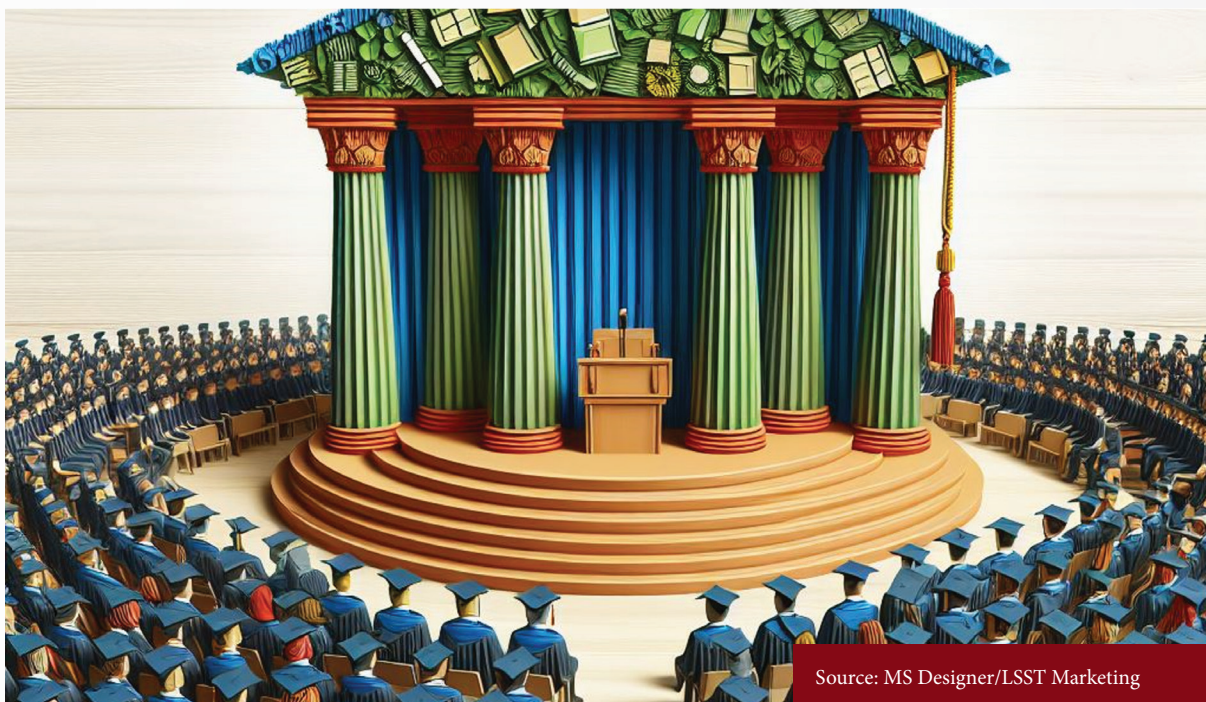
details for job opportunities based on their experience.

The LSST Elephant Castle Campus event was more than an informational session; it was an invitation to explore the vast potential within the healthcare sector. Aspiring health professionals, consider becoming a Care Assistant- a gateway to a fulfilling and impactful career. City & County Healthcare Group stands ready to empower students on their journey to make a positive difference. If you're contemplating your next career move, consider the world of Care Assistance – where every day brings an opportunity to learn, grow, and make a meaningful impact.



# How to Stand Out in a Crowded Graduate Job Market

By James Platt, Career & Employability Officer, LSST Birmingham Campus.



Source: MS Designer/LSST Marketing

**I**n the competitive landscape of the current graduate job market, where a multitude of highly qualified candidates vie for limited positions, standing out has become crucial in securing desirable job opportunities. As graduates navigate the transition from academia to the professional world, the significance of distinguishing oneself from the crowd cannot be overstated. With employers seeking candidates who not only possess academic prowess but also demonstrate a unique blend of skills, experiences, and personal qualities, the need to rise above the competition has never been more critical.

## Building a Strong Foundation: Education and Skill Development

A robust foundation is indispensable for graduates aiming to navigate the competitive job market successfully. Beyond the initial degree, a solid educational background forms the bedrock of a candidate's appeal to prospective employers. Academic achievements serve as a testament to one's commitment, discipline, and expertise in a particular field, acting as an initial screening criterion for many recruiters. However, in a landscape that demands well-rounded professionals, the focus extends beyond classroom accomplishments.

Internships and placements are invaluable components

of this foundation, offering a bridge between academic knowledge and practical application. These immersive experiences not only provide a glimpse into the day-to-day workings of a particular industry but also cultivate a nuanced understanding of its demands and challenges. Employers often favour candidates who bring real-world experiences to the table, as this demonstrates adaptability and a proactive approach to learning beyond traditional educational settings.

Equally crucial is the acquisition of a diverse set of skills encompassing both technical proficiencies and soft skills. While technical or hard skills, such as coding languages or statistical analysis, vary based on the industry, soft skills are universally sought after. These include communication, teamwork, adaptability, and problem-solving abilities. Graduates should focus on developing a well-rounded skill set that aligns with their career goals and the demands of their chosen industry.

## Crafting an Impressive CV and Cover Letter

Constructing a powerful CV demands a meticulous approach, focusing on key elements that encapsulate a candidate's professional journey. These include a personal profile, a work history spotlighting achievements, educational credentials, relevant skills, and any certifications or awards. The effective synthesis

of these components sets the stage for a favourable first impression with hiring managers.

In a competitive job market, the one-size-fits-all approach to CVs falls short. Tailoring CVs to align with specific job descriptions significantly heightens the likelihood of capturing a recruiter's attention. This involves a careful analysis of job requirements and a strategic customisation of the CV to accentuate relevant skills and experiences. Placing key qualifications strategically, utilising industry-specific keywords, and emphasising achievements directly aligned with the prospective employer's expectations demonstrate keen attention to detail and a genuine interest in and understanding of the position.

A well-crafted cover letter serves as a complementary narrative, allowing candidates to showcase their personality, passion, and a deeper understanding of the role and company. It acts as a personalised introduction, offering insights into why the candidate is an ideal fit for the position. Crafting a compelling cover letter involves thorough research into the company's values and culture, expressing genuine enthusiasm for the role, and personalising the content. Addressing the hiring manager by name, referencing specific job details, and articulating how the candidate's skills align with the company's goals contribute to a cover letter's effectiveness.

### **Leveraging Networking and Personal Branding**

In the contemporary job market, professional networks wield immense influence, acting as catalysts for career advancement. Networking extends beyond mere socialising; it involves cultivating meaningful connections with individuals across diverse industries. These connections not only provide valuable insights into industry trends but also serve as potential avenues for mentorship, collaboration, and job opportunities.

Career fairs, workshops, and industry events are excellent for expanding one's professional network. Understanding the dynamics of such events, from researching participating companies to preparing an elevator pitch, will empower graduates to navigate these settings with confidence and purpose.

In the digital age, an online presence is non-negotiable for career success. The focus will shift to the role of platforms like LinkedIn in personal branding and professional networking. Leveraging online platforms effectively can amplify one's visibility and open doors to opportunities that may not be accessible through traditional means.

### **Navigating Interviews and Assessments**

The interview process is a multifaceted evaluation that

often includes various interview formats. This section will provide insights into preparing for different types of interviews, such as behavioral, situational, and technical interviews. For behavioral interviews, the focus will be on crafting compelling narratives that highlight past experiences and showcase relevant skills. Situational interviews will involve discussing hypothetical scenarios and demonstrating problem-solving abilities. Technical interviews will require a deep dive into industry-specific knowledge and technical competencies. By understanding the nuances of each interview type, graduates can approach the process with confidence and adaptability.

Soft skills play a pivotal role in shaping a candidate's overall appeal during interviews. This section will offer practical tips for effectively showcasing soft skills, including communication, teamwork, adaptability, and problem-solving. Techniques for incorporating real-life examples into responses, demonstrating emotional intelligence, and emphasising interpersonal skills will be discussed. By mastering the art of conveying soft skills authentically, candidates can leave a lasting positive impression on interviewers, distinguishing themselves from other applicants.

### **Just Keep Pushing**

In the ever-evolving graduate job market, the pursuit of standing out remains a continuous journey, demanding adaptability, strategic planning, and a commitment to personal and professional growth. As we reflect on the strategies discussed throughout this article, graduates are reminded of the multifaceted approach needed to successfully navigate the competitive job market.

You must embrace persistence and resilience as indispensable companions on your journey. The professional landscape is dynamic, with challenges and opportunities unfolding at every turn. A mindset of continuous learning ensures graduates remain agile, adaptive, and well-positioned to thrive in an environment shaped by innovation and change.

As the article concludes, the overarching message here is that standing out is not a one-time effort but an ongoing process. The rapidly changing demands of the job market necessitate a proactive approach to skill development, networking, and personal branding. Graduates are urged to view their professional journey as a continuum, where each experience, success, and setback contributes to their growth and evolution as professionals.

Take control of your success today and book in with your campus Careers Officer to land that dream job!

# Using the 5Cs to balance work and study

By Charlie Tennant, LSST Vice Principal

**A**round a year ago, in early November 2022, I was on the verge of starting a new chapter in my career. Being an academic I – like many of my colleagues and LSST students – aspired to pursue a Doctorate of Business Administration (DBA) to enhance my professional prospects. However, with the first week of my DBA programme approaching, I was apprehensive about juggling it with my other commitments. Here is how I created my 5C framework to juggle my work, my voluntary activities, my family life and my studies.

All throughout my working life I'd studied in some way, shape or form alongside these other facets of my life relatively easily in hindsight. However, I knew that this next level of study of a doctorate would be much more challenging for me, and take me outside my comfort zone.

I needed to develop something easy for myself to remember and keep me on track.

I also needed it to serve its purpose well. So, I spoke with a few mentors and colleagues at the time to test the ideas I'd come up with. What I ended up with was a 5Cs for balancing work and study. I found confidence in my upcoming journey due to this approach, which encapsulated my approach to success in work and studies.

Back to the present day, and since I joined LSST as Vice Principal in September 2023, I've been struck by the capability of our students to manage morning, evening and/or evening classes in pursuing a higher education degree alongside work, family, caring and other commitments and responsibilities. I don't underestimate the challenge some students must feel, but nevertheless, they are making incredible efforts and succeeding at making the balance work.

Saying that, given the confidence my developing a framework gave me, I wanted to share it. I did share my framework with the Higher Education (HE) sector in a video I'd recorded in collaboration with the Association of Higher Education Professionals in November 2023. However, that was very focused on professionals in the HE sector. I therefore want to outline here in written form, the 5Cs framework for balancing work and study, and broaden its scope.



Image source: Adobe Firefly/LSST Marketing

I caveat this by adding this framework is generated purely from my own experiences and feedback from many trusted colleagues I've worked with over several years. It is not a framework that has been found through academic means. This said, I still wish to share it, and students, colleagues and others may use it or critique it as they see fit.

To summarise, the 5Cs prompt us; to Consolidate, to Connect, to Communicate, to Control, and to Celebrate. Below I give my definitions to each C in detail. There is no specific ordering to the Cs, although you may find using them in a particular order may work better for you. As with all frameworks, it's designed to be changed and tailored to your specific context:

## Consolidate

Consolidating, or finding the common thread among things we pursue in life, is important. It may not always be possible, but if we can do it, I believe it acts as a great starting point. It allows us to bring some focus to what might feel like chaos a lot of the time.

First, we need to define what we mean by 'consolidate' and how it might work in practice. In my example, I have a background and passion for leadership and strategy. So, I've focused my DBA studies, where I can, on exploring these areas. I also pursue leadership positions in a voluntary capacity in my Trustee and Vice-Chair role at Barking and Dagenham College.

For others, they may feel a particular passion for well-being, EDI, or sustainability to give a few examples. So, I'd ask, how can you incorporate this into your current work? For example, speak to your line manager about how you might be able to contribute to improving these areas for your workplace or within your team. I'd then ask the same again but for your studies? You may want to bring in these topics when considering case studies, or developing your coursework, depending on whether the assignment brief allows for that level of academic freedom. See if you can become involved in student groups or voluntary positions if you have the time of course, and see what you can bring to the table with respect to those passions.

If and when you are able to do this, you will find it easier to move your thinking and thoughts between work, study and the other areas of your life where you see this connection with your passions. As above, you may not be able to 100% embed your passions into what you do and every aspect of your life, but every little helps.

## Connect

Connecting is hopefully a little easier to define and achieve. Connecting specifically with people who share your experiences or passions, is important for wellbeing, but can also provide an important listening ear and support network that you can rely on. I've many a time needed to lean on people I'm connected with in order to find the balance between work and study, and even just a simple conversation has been the key to me being able to turn a given problem or issue around and find a solution. Equally, you may also be able to share your experience with said connections, and personally, when I'm also able to share, it gives me confidence in my own ability and thought processes.

In the workplace, you can connect with people in the few moments you get to socialise. For example, on a lunch break, or possibly immediately after work before a commute. Or, you could do this digitally through WhatsApp groups. The same goes for fellow students. Look for opportunities to have a conversation with a classmate you've never spoken to. LSST will incorporate activities to bring students together, but you can also do this through your own initiative. Your classmates may have some wisdom as to how to balance work and study that they can share with you.



## Communicate

Good communication is the solution to so many problems, and the same is true for a successful balancing of work and study. We all have key people in our lives, at home, in the workplace, and at our place of study. These people will, hopefully, have our best interests at heart, and will be willing to support us in our pursuit of developing ourselves. However, they can only do this, if we're clear with them and communicate our support needs.

Support needs come in many forms – from something as simple as being given space in the home by our families to work on assignments, to understanding and empathy from our employers. Either way, both work best when we have been clear with our loved ones, colleagues and tutors about what we believe would help us most in achieving our goals.

For example, I need to spend a significant amount of time reading ahead of each module of study on my DBA, and this means sacrificing time I would ordinarily spend with family, and taking care of other important aspects of my private life. I've shared with my loved ones that I need to make this commitment, and they not only allow me this time but actively encourage me, even when I feel I may not be up to the challenge.

It's important to remember that not everyone in our lives will be supportive of our commitments. However, through effective communication, we can keep our network informed of our priorities and the limited time we have available to meet them. This will help ensure that everyone is on the same page and that we can manage our time effectively.

## Control

Once we've communicated our commitments to those important figures in our lives, it's important we then stick to the promises that we make to ourselves with regard to time and effort where possible.

This is where we need to be exacting in the standards we set for ourselves and adhere to. Of course, life throws us many curveballs, but outside of unexpected situations which are completely understandable, we need to ensure we control our time, and control how we use said time.

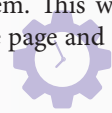
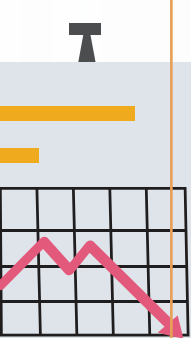
For me, making use of my Outlook calendar to record every activity and commitment I need to meet is crucial in helping me do this. Others might use their phone's calendar, a calendar on their wall or fridge at home, or even hand-written notes in a diary. Whatever you prefer, the most important thing is to take as much control as possible of your time, so that you can minimize the risk of not meeting deadlines. As well as not being in a frenzy towards the end of an allotted time for assignments, or work-related projects as this will add unnecessary stress and pressure for you. This is something you certainly do not need when balancing so many important parts of your life.

## Celebrate

Finally, it's important to not forget how far you've developed and the progress you've made. Even by simply pursuing study alongside your work, you have demonstrated a clear commitment to wanting to develop, and have acted upon your vision. As the old adage says "vision without action, is just a daydream – action without vision is simply a nightmare". You've already managed to strike some sort of balance between the vision for your future, and taking decisive action. So well done.

Along the rest of your journey, you will come across challenges, and experience times where you doubt yourself. So it's important to remind yourself of all your achievements.

Of course, the biggest celebration of all will come towards the end of the chapter of you balancing work and study, and it will be very well deserved. Keep that in your sights, and hopefully, my 5Cs for balancing work and study, especially the final C (to celebrate) will help get you there.



# CO-CREATION APPROACH OF ENHANCING STUDENT EXPERIENCE: A LSST CASE STUDY

By Dr Khadija Rauf, Senior Lecturer in Business, LSST Luton



Image created by Dr Rauf using AI and Photoshop

In partnerships involving multiple higher education institutions, students can often struggle to identify the appropriate source for information. This is where Lecturers play a vital role in clarifying the distinctions – and similarities – between the institutions, helping students grasp the purpose of these partnerships. This article advocates for a collaborative approach, where LSST leverages its Lecturers to co-create an enriched student experience.

Research by Davies et al. (2010) highlights the significance of employees as crucial internal stakeholders, aiding organisations in achieving their objectives. In higher education, lecturers (as employee stakeholders) contribute by ensuring student satisfaction, meeting their expectations, and promoting retention and progression. Existing

literature reinforces the idea that lecturers profoundly influence students' perception of service quality in higher education (see Hill et al., 2003; Pozo-Munoz et al., 2000). Lecturers, being attuned to student expectations, can adapt, positively impacting perceived service quality and student satisfaction levels.

## A Case Study Approach

LSST partners and collaborates with UK universities to provide accredited degree education, benefiting diverse local communities. This article highlights the institution's key aspects, emphasising the lecturer's role in ensuring student success and satisfaction. The insights shared reflect my own teaching approach at LSST.

## Pleasant and Supportive Environment

At LSST, most students are returning to education after a substantial gap, juggling work and family commitments. To support them effectively, I cultivate a pleasant classroom atmosphere. I employ diverse active learning techniques like individual and group activities, informal discussions, and problem-solving exercises. This approach helps pinpoint each student's unique learning needs, allowing tailored strategies for their development. For instance, mastering research methods and applying them is crucial, but many students require extra time and support. Using a positive attitude and accessibility outside the class can ensure all students grasp this topic equally. I conduct additional workshops and one-on-one sessions, particularly for research students, addressing their specific research challenges.



## Student Developmental Training

Likewise, in quantitative modules demanding technical skills like Microsoft Excel and Panopto, I have created detailed guides. These documents explain how to submit video assessments and other statistics-based tasks. I also arrange training sessions to help students navigate Virtual Learning Environments (VLEs) and tackle online exams effectively.

## Student-Oriented Approach in the Classroom

At the start of the course, students often doubt how their learning connects to the real world. To bridge this gap, I facilitate informal class discussions and conduct personalised feedback sessions. This approach helps pinpoint students' weak areas and where they require extra assistance. Based on this insight, tailored strategies are implemented. For instance, I group weaker students, enabling them to learn from peers and progress together. My student-focused approach ensures equal treatment for everyone, fostering trust. This inclusive environment encourages students of all ages, genders, and races to openly share their concerns without hesitation.

## Insights from the Practical World

I consistently motivate students to actively participate in class by offering practical examples aligned with their interests, re-engaging those who might have lost focus. Connecting lecture content with assessments significantly boosts student engagement. Additionally, explaining concepts deliberately and revisiting them aids students in understanding and applying knowledge effectively in assessments.

## Lecturer as a Career Counsellor

At LSST, our student body is incredibly diverse, spanning a wide age range. I firmly believe that adopting a student-focused approach fosters trust. When students trust their lecturers, they rely on us for information, eliminating the need to seek clarification from partner universities.

Many LSST students seek to enhance their skills and secure high-paying jobs. They pursue higher education to open doors to better opportunities. While some students are mature, they lack the confidence to apply for managerial roles. Here, lecturers can step in as career advisors.

In my role as a Senior Lecturer in Business, I enthusiastically endorse our courses for their potential to enhance employability. I consistently urge my students to leverage their education. For instance, during marketing modules, I emphasise that the knowledge gained enhances employability

across sectors. With this expertise, they can apply for marketing positions in various companies, as marketing is integral to all industries. Furthermore, I highlight the option of freelancing, enabling them to craft marketing strategies/plans for individuals or businesses in their community.

By helping students envision clear career paths related to their courses, we significantly boost their satisfaction. This approach instils a sense of purpose, making them feel actively engaged in professional development rather than merely accumulating knowledge.

## Promote Employability as a Researcher

In my role as a supervisor at LSST, I consistently emphasise the broader applications of research skills, extending beyond their current projects to future higher education endeavours and research-intensive careers. Serving as a supervisor strengthens my rapport with students, and I frequently receive emails from former students seeking guidance on their advanced studies or career paths.

## Co-Creation Approach for LSST to Enhance Student Satisfaction

Co-creation, in the context of a business, refers to a product or service design process in which input from consumers plays a central role from beginning to end (Ramaswamy and Ozcan, 2014). Similarly, in higher education, the process of co-creation allows institutions to improve the student experience and enhance students' ability to act as partners (Pozo-Munoz et al., 2000). Based on my experience of teaching at LSST and observing my fellow lecturers perform their formal and informal duties and adopted roles and behaviours, I propose that the development and maintenance of student satisfaction at LSST is a co-creation process. Students, by assigning multiple roles to lecturers and expecting a range of traits from them, rely on the performance of lecturers to evaluate their satisfaction. When asked to think of LSST, students primarily visualise their lecturers while evaluating their satisfaction during surveys such as Module Evaluation Surveys and National Student Survey. The following diagram visually represents the co-creation process where student-lecturer interaction is the delivery mechanism for student experience and student satisfaction. Research emphasises that strong student-lecturer interactions facilitate deeper engagement and improved experiences (Umbach and Wawrzynski, 2005; Bovill and Felten, 2016).

## Recommendations and Managerial Implications

Considering the explanation above, lecturers play

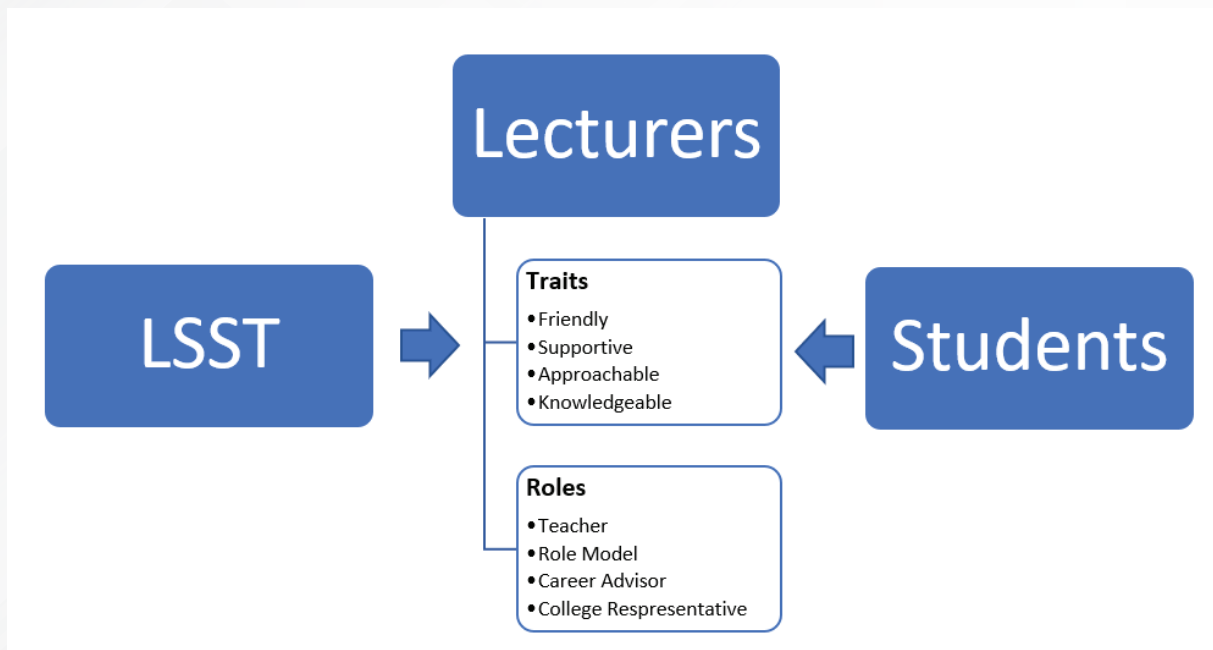


Figure 1: Lecturer Centric Co-Creation Process of Student Satisfaction

a crucial role within this institution, enriching student experience and satisfaction. Hence, it's advisable for management to foster closer collaboration with academic staff, ensuring they have the necessary resources and support. Regular and direct communication between leadership and academic staff is suggested. This helps convey the institution's short and long-term goals and keeps them informed about information intended for students.

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# Ensuring Inclusivity in Higher Education: Strategies and Best Practices

By Kiran Arooje, Lecturer in Business, LSST Luton

**H**igher Education is a fundamental right that should be accessible to everyone worldwide without discrimination. The UK education system can achieve this by implementing various measures, such as inclusivity policies, diversified faculty and staff, inclusive curriculum, student support services, and engagement. In this blog, I will focus on some of the best initiatives in the UK education system towards achieving this goal.

## Clear Inclusivity Policies and Commitment

It is necessary for Higher Education institutes to develop and implement clear policies related to inclusivity to reflect their commitment to diversity. All the key discrimination issues, such as age, gender, gender reassignment, disability, race, and economic background, must be addressed in these policies (Nieminen, 2022). For instance, Fung et al., (2022) in their landmark work “Tackling Hate Crime and Macroaggressions: Effective Practices in Higher Education Institutions” provide key insights related to policy development for fostering better inclusivity in higher education institutes in the UK.

## Diverse Faculty and Staff

It is not only suitable for UK Higher Education institutions to promote inclusivity among students; instead, they must reflect the same attitude in the case of staff members (Westwood, 2018). UK Higher Education institutions must offer a clear and equal opportunity for selection and promotion to diverse staff members without any discrimination and assess the level of diversity amongst staff members in educational settings to achieve better results in terms of overall inclusivity (Nieminen, 2022). The conflict among staff members and cross-cultural collaboration is certainly a key challenge existing in this regard; however, it is possible to tackle this challenge by arranging training for the staff members to overcome this issue (Tai et al., 2023).

## Inclusive Curriculum

The Higher Education institutes operating in the UK must also pay attention to developing curricula for promoting inclusivity. For instance, the UK Quality Code of Higher Education accepts the need



for diversity and quality within the curriculum to encourage students to come up with diverse ideas and creative solutions (Fung et al., 2022). Such an approach tends to make students feel accepted and promoted by others, which directly contributes to the enhanced inclusivity level at educational institutes (Tai et al., 2023).

## Support Services

It is necessary for UK Higher Education institutions to offer support services to the staff as well as students in case of any challenge being faced by them related to diversity (Ainscow, 2020). Such services tend to make individuals feel respected, supported, and included, which motivates them to pace up their actions to be involved in the culture. Tai et al., (2023) argue that UK

Higher Education institutions must ensure the offering of such support services in curriculum settings as well to keep students motivated.

### **Student Engagement**

The UK Higher Education institutions must take positive actions to boost the level of engagement amongst staff members. Fung et al., (2022) agree with this aspect by citing the example of the National Union of Students, which offers better resources for student engagement.

### **Next steps**

Based on the above discussion, it is quite clear that there is a wide range of suitable action opportunities available to UK institutes for promoting inclusivity at the workplace, which must be taken accordingly to achieve and sustain the best possible results.

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# Navigating the Path to Success: NHS Talking Therapies Inspire LSST Students

By Foteini Meleti, Career & Employability Coordinator

Recently, LSST and the NHS Talking Therapies team organised a useful event that took place around campuses. Together, they gave students insightful advice on how to cope with stress, overcome anxiety related to job searching, and develop confidence as they advance in their professions. The programme addressed a variety of professional development topics and gave students useful advice on how to thrive in a cutthroat employment market.



It might be overwhelming to move from the regimented student life to the uncertain professional world. The experts at NHS Talking Therapies emphasised how important stress management is at this time. They equipped students with useful skills to recognise stress, deal with it, and manage work and life. Students

who follow these measures enhance their well-being and develop the resilience to handle obstacles in their professions.

Therapists answering questions from LSST Elephant and Castle students

Due to the inherent uncertainty of job hunting, anxiety and self-doubt are common side effects. The NHS experts provided insightful advice on identifying and managing anxiety related to job searching. We talked about practical tactics like setting realistic goals and segmenting the job search process into digestible phases. These realisations enable students to get through this difficult time more easily. By being aware of the typical causes of anxiety related to job hunting, students can develop a more optimistic and adaptable attitude while navigating the job market.

Confidence is a cornerstone of a successful career journey, and the NHS Talking Therapies team introduced the concept of the career confidence cycle. This cycle illuminates the interconnected relationship between self-awareness, skill development, and confidence. Encouraging students to identify their strengths, set achievable goals, and invest continuously in personal and professional growth, the session provided a roadmap for breaking free from self-limiting beliefs. Armed with this understanding, students are poised to foster a positive mindset conducive to success.

Brent Talking Therapies engaging with Wembley LSST students

A treasure trove of practical tips awaited students in the session. The NHS professionals shared insider advice aimed at enhancing students' competitiveness in the job market. Emphasizing the importance of networking, continuous learning, and adaptability, these tips form a comprehensive guide for students

aiming for success in their chosen fields. The session served as a roadmap for navigating the complexities of the professional world.

Recognising that negative thoughts can impede personal and professional growth, the NHS Talking Therapies team guided students in identifying and challenging these thoughts. By fostering a more positive and constructive mindset, students are better equipped to overcome obstacles and approach challenges with resilience and determination.

The collaborative endeavor between LSST and NHS Talking Therapies provided students with a unique and enriching opportunity. Armed with practical tips and a deeper understanding of their mental well-being, students are now better equipped to navigate the intricate landscape of the professional world. As they embark on their career journeys, these LSST students carry with them the insights and wisdom gained from this event, setting the stage for a successful and fulfilling future.

### You can contact your NHS Talking Therapy:

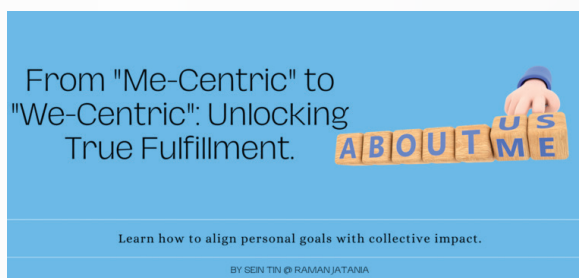
- Southwark : [workwell@slam.nhs.uk](mailto:workwell@slam.nhs.uk)
- Brent : [cnw-tr.brent.iapt@nhs.net](mailto:cnw-tr.brent.iapt@nhs.net)
- Luton : [info@totalwellbeing.org](mailto:info@totalwellbeing.org)



# From Mirrors to Windows: A New Approach to Goal-Setting

By Sein Tin, Lecturer in Business at LSST Elephant & Castle Campus

**H**ow Shifting from ‘Me-Centric’ to ‘We-Centric’ Ambitions Can Unlock True Fulfillment



I recently watched Simon Sinek’s interview on ‘Diary of a CEO.’ It was more than just inspiring—it made me think hard about what my goals really mean. I want to explain what I learned and why it was so eye-opening.

## Imagine two paintings.

**The Mirror Painting (Selfish Goals):** It reflects everything you desire – a grand mansion, a sleek sports car, perhaps even a model-like physique. It’s dazzling but focuses solely on you.



**The Window Painting (Service Goals):** This canvas captures a world where you’re making a difference – maybe a school you funded, a community you uplifted, or simply, radiant faces of children you’ve helped.



Here’s the kicker: while the allure of the mirror painting is undeniable, it’s the window painting that truly enriches the soul.

Top-tier athletes can be seen as epitomes of the mirror painting. Racing to break records, they often find themselves lost post-victory. The realisation hits hard:

- Purpose, once the race ends, becomes a vague shadow.
- Relationships, tailored around success, may lack depth.
- Personal triumphs, though sweet, can feel isolating without shared joy.

We, as inherently social beings, thrive on shared experiences, value addition, and authentic connections.

Now, reflect on the journey of Sir Nicholas Winton, who saved 669 children during the Holocaust as discussed by Brade and Holmes (2017). While the number might seem small in the face of millions affected, the legacy he left behind is immeasurable. His actions not only changed the lives of those children but also of their subsequent generations. This is the beauty of service goals – even if they impact a smaller group, the depth of that impact can reverberate for generations.

## A Shift in Perspective

As I looked back, my previous goals resembled a personal wishlist: climbing the corporate ladder, seeing my name on a bestsellers list, and watching my social media numbers soar. My priorities were clear:

- Boost my bank balance.
- Upgrade my lifestyle.
- And if there’s time, maybe do a bit for others.

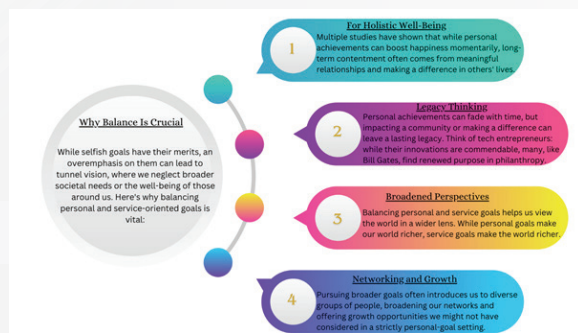
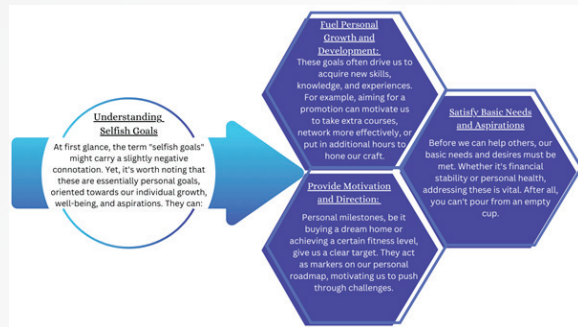
But a wave of realisation washed over me. Now, instead of solely chasing personal accolades, I’m turning my gaze outward, inspired to weave a narrative that involves more than just my own dreams. Because, maybe, the true essence of a meaningful life lies in lifting others alongside us.

Certainly. It’s essential to recognise that selfish goals aren’t inherently bad; in fact, they often form the foundation upon which we can later pursue service-oriented goals. Let’s delve into the merits of selfish goals, and why a balance is crucial.

## The Merits of Selfish Goals and the Importance of Balance

### Understanding Selfish Goals

#### Charting a New Course: Steps to Transition from 'Me' to 'We'



If you, like me, find yourself reflecting on how to pivot from personal gains to broader impacts, here are actionable steps inspired by real-life narratives:

**Commit to Continuous Learning:** Begin with dedicating time to understand global or community needs. It could be as simple as a weekly hour set aside for reading, watching documentaries, or attending local community meetings. Consider the likes of Oprah Winfrey. She transitioned from being a successful TV host to establishing a school in South Africa, continually educating herself about global needs. Start with reading books or attending workshops that shift your focus from individual success to collective progress.

**Mentorship as a Two-Way Street:** Both being mentored and mentoring someone can offer fresh perspectives. The tech giant Steve Jobs had mentors in his early days and later became a guiding force for Mark Zuckerberg. Through mentorship, you'll naturally start to see the bigger picture, realizing that your success can be a ladder for others.

**Engage with the Grassroots:** Before thinking global, understand local. Start with your immediate community. Could you volunteer,

join local initiatives, or even start a small group dedicated to a cause? Often, the most profound impacts start right at home.

**Foster Collaborations:** Partnerships can amplify impact. It might be in the form of teaming up for a project, seeking feedback, or brainstorming with peers. Collaborative endeavors often lead to outcomes larger than the sum of their parts.

**Redefine Your Success Metrics:** Instead of just personal gains, think of the broader impacts of your actions. Chef José Andrés, beyond his restaurants, looked at how he could address hunger during crises, leading to the World Central Kitchen. What ripple effects can your achievements create?

**Reflect Regularly:** Dedicate time, perhaps in a journal or digital note-taking app, to contemplate your goals and their wider effects. This isn't just about recording, but about introspecting and understanding your journey's broader implications.

**Question and Innovate:** Sometimes, the existing way of doing things isn't the best. Don't hesitate to question norms or think outside the box. How can you, in your capacity, challenge and improve the current standards?

### Forging Ahead Together

As we stride forward, crafting a path interwoven with shared aspirations and collective dreams becomes essential. The journey might demand patience and persistence, but the destination – a world enriched by collaborative efforts – is undeniably worth it.

I invite you to embrace this vision, drawing inspiration from the myriad stories of transformation around us, and crafting your own tale of impactful success.

### Here's to painting brighter canvases!

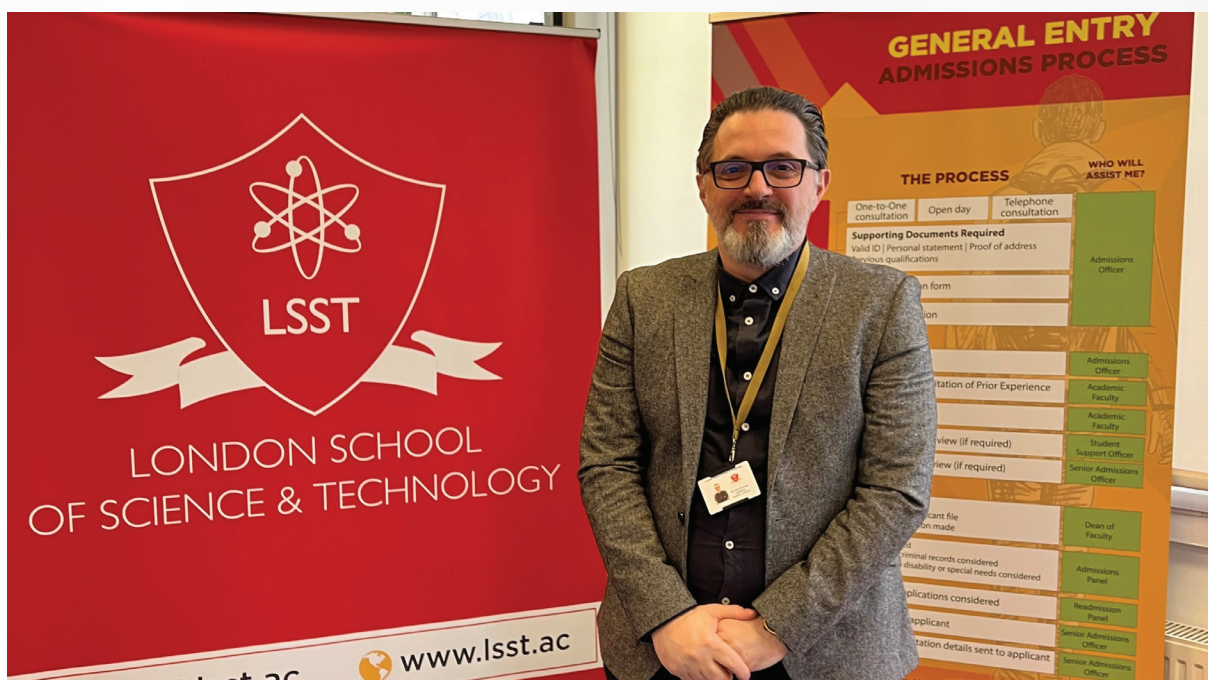
#### Reference List:

Brade, L.E. and Holmes, R. (2017) 'Troublesome Sainthood: Nicholas Winton and the Contested History of Child Rescue in Prague, 1938–1940', *History and Memory*, 29(1), pp. 3–40. Available at: <https://www.jstor.org/stable/10.2979/histmemo.29.1.0003> (Accessed: 28/11/2023).



# Growth and Achievement: My Journey as a Business Management student at LSST

By Bujar Krasniqi, Admissions Officer, LSST Elephant and Castle Campus



**M**y journey at LSST started four years ago when I registered for the BA Business Management degree. As a newly founded student, I had challenging experiences as I had to make life-changing decisions, set goals, and work towards my academic achievements to fulfil my passions. I have always been inspired by LSST staff and find that admissions teams in higher education are so vital as they form the first impression of the organisation. Here I share my journey and lessons learned from being a student at LSST and now someone who welcomes LSST prospects – talk about full circle!

Despite initial challenges, I found solace in choosing to study Business Management after thorough research and self-reflection. LSST’s support was invaluable in this journey. Though sharpening my thinking skills initially proved challenging, consistent practice led to gradual improvement, making it easier with time.

During the last four years, I had the opportunity to learn and engage with business materials by reading books, attending classes, and participating in discussions with my lecturers, as well as other staff. I had the chance to study business strategy, learn to

analyse data and make informed decisions. Through my assignments, I worked on case studies, participated in consultancy simulations, and completed projects that apply business principles to real work scenarios. All this requires discipline and time management skills to balance with other responsibilities – great things to tell any interviewer! It involves a significant amount of demanding work dedication and perseverance, but also offered many opportunities for personal growth and development.

My Business Management degree was designed to prepare me for a wide range of careers in the business world. While I was a student, I started my professional career working as a student ambassador and, based on my satisfactory performance, they offered me an admissions officer role. This experience was challenging and rewarding. The busiest periods were demanding as I had to manage multiple tasks and prioritise my workload effectively.

Being part of the LSST family is unique. The transition to a professional role within the campus was more comfortable and easier to navigate. Since I already knew the campus, facilities and staff, I already had an existing network of contacts within the campus.

Working here, I have a stronger sense of loyalty and commitment to LSST. This can translate into a desire to contribute to the success of LSST.

I always asked myself what I would have liked to know when I started LSST. What advice would have made my academic journey better I would journal down notes from time to time – here I share my top 15 student tips for growth and achievement at LSST:

### My student tips

Remember, success is a journey, not a destination. By applying these tips consistently, you can develop good habits that will help you achieve your academic and personal goals at LSST:

- 1. Maintain organisation:** To keep track of your assignments, deadlines, and calendars, use a planner or online resources.
- 2. Use your time wisely:** Schedule specific study time, resist the impulse to put things off, and order your duties according to significance and urgency.
- 3. Establish effective study techniques:** Establish a schedule that works for you, set up a setting that is conducive to learning, and maintain concentration and interest during your study sessions.
- 4. Be proactive:** Take charge of your education, ask questions, seek assistance when necessary, and make use of the tools at your disposal, like tutoring services, online databases and libraries.
- 5. Maintain your motivation:** By setting specific objectives, acknowledging your successes, and reminding yourself of the value of education and the advantages it might have for your life.
- 6. Take care of yourself:** By getting adequate sleep, working out frequently, eating healthily, and taking breaks to rest your mind and body.
- 7. Maintain contact:** Create a network of mentors, teachers and peers who can provide support, advice and criticism.
- 8. Master the art of effective time management:** Meticulously plan your schedule, prioritise tasks, and allocate dedicated time for LSST studying assignments and project work. By efficiently managing your time, you can achieve optimal productivity and balance in your academic journey.
- 9. Actively engage in class discussions:** Proactively participate in lively debates, pose insightful inquiries, and contribute to group projects. Active engagement within the classroom setting enhances your comprehension of business concepts and fosters a deeper understanding of the subject matter.

**10. Cultivate a strong professional network:** Seize networking opportunities within your course and industry-related events. Establishing a robust network of connections can unlock prospects for internships, employment opportunities, and valuable industry insights.

**11. Seek hands-on experiences:** Apply theoretical knowledge through internships, part-time employment, or volunteer work. Practical exposure allows you to gain first-hand insights into real-world business operations, bolstering your employability.

**12. Develop critical thinking and problem-solving prowess:** Business studies demand analytical thinking and adept problem-solving skills. Hone your critical thinking abilities by dissecting case studies, actively participating in group discussions and challenging conventional assumptions.

**13. Enhance your communication finesse:** Effective communication is paramount in the business realm. Elevate your written and verbal communication skills to effectively articulate your ideas, collaborate with others, and professionally present your work.

**14. Foster collaborative learning:** Engage in-group projects and study groups to harness the collective knowledge and wisdom of your peers. Collaborative learning facilitates diverse perspectives and cultivates essential teamwork skills.

**15. Stay updated on industry trends:** Keep abreast of the latest trends, news and developments in the business realm. Follow industry publications, attend seminars and join relevant professional associations to remain well informed and adept to the ever-evolving business landscape.

In conclusion, succeeding in your business studies requires a combination of organisation, time management, effective study techniques, proactive behaviour, motivation, self-care, networking, active engagement, practical experiences, critical thinking, communication finesse, collaborative learning, and staying updated on industry trends. By implementing these 15 key tips, you can enhance your academic journey, deepen your understanding of business concepts, and prepare yourself for the dynamic and competitive business world -and these will facilitate your growth and achievement.

# Future-Proof Your CV: Essential Skills for 2024

By Foteini Meleti, Career & Employability Officer, LSST Elephant and Castle



**W**hen it comes to creating a CV, all students should highlight their strengths and present themselves as strong candidates by highlighting their transferrable skills to their advantage. However, students need to be aware of the expectations in the field they are interested in and keep in mind that they will need to modify their CVs to match the specific job descriptions – as a one-size-fits-all approach is not effective.

The first thing to remember is that your CV is your initial chance to make a positive impression. It is your passport into the organisation of your dreams. It's crucial to highlight your transferable skills to potential employers. These skills showcase your relevant experience and abilities that can be useful in various industries and roles. Don't underestimate the value of transferrable skills – they can make all the difference in landing your dream job. When creating their CVs, you should consider including some of the most valuable transferrable skills, such as:

## Communication skills

Having good communication skills is crucial in nearly every aspect of life. They are widely recognised as the most important skills for achieving success in one's

career. Leaders have excellent communication skills. Thus, good communication skills help you to build strong relationships in your personal or professional life. No matter the industry or the position, verbal, writing and presentation skills are increasingly important in the workplace. An ideal candidate can have the ability to interact with different audiences and can present themselves clearly and successfully both verbally and in writing. Communication skills will show employers that the candidate has the ability to understand others and in the future, their team will not struggle to work together towards a common target.

## How can LSST students develop communication skills?

Through delivering presentations in class and through building work relationships with their tutors. Excellent communication skills, including spoken, written, and interpersonal skills, will remain in high demand. Your accredited degree course will help you develop this through assessments, class presentations and research activities. Remember that practice leads to perfection, and it's important to continuously seek feedback on your communication skills.

## Leadership and management skills

A successful candidate will need to have strong management ability in order to inspire and motivate a group of people towards a common goal. This skill shows that the candidate can set the vision and the path while guiding others to achieve it. On the other hand, having management skills as a candidate shows that you can organise and coordinate resources to achieve specific goals.

## How can LSST students develop leadership and management skills?

By getting actively involved with a group activity and taking responsibility for submitting their work. Students can develop their skills by participating in diverse opportunities and projects such as Dragons' Den and Business exhibitions. Students can also read leadership articles on LSST Blogs such as: Are you a Manager or a Leader? via [www.lsst.ac/blogs](http://www.lsst.ac/blogs).

## Computer/digital skills

In today's job market, it is important to include computer skills in your CV. Most jobs require some level of computer proficiency and basic computer skills like using MS Teams, answering emails, and having a good knowledge of Microsoft Office and internet navigation. Many companies operate hybrid working and may ask their employers to work from home some days during the week.

## How can LSST students develop computer skills?

LSST courses are embedded in core computer skills but keep looking at course material and library support guides. Also, keep an eye on job descriptions and see what employers are looking for in your field. Is it general proficiency with MS Office or are they looking at generative AI skills? Skills will be further developed through assessments and class activities and by researching relevant articles and research papers. Further, students also use software such as MS Office and SPSS for class work and assessments – and this practice-over-time approach develops core skills that employers seek.

## Active listening skills

We never learn when we speak – so active listening skills can help you to build better relationships and improve problem-solving. Employers will see that this candidate carefully listens to others and develops more creative and effective solutions to complex issues. In addition, active listening can be particularly important in certain industries such as health care, counselling and social work, where the ability to listen attentively and empathetically to clients is crucial.

## How can LSST students can develop active listening skills?

Through listening (and talking) to peers, paying attention, and showing interest during class sessions by taking in all the information. Keep a record of what makes you a better listener and seek regular feedback from your peers, lecturers and support staff. Workshops and on/off campus activities, meeting PAT Tutors and dissertation supervisors also help active listening skills.

## Next steps

To future-proof your CV for 2024, prioritise acquiring and highlighting transferrable skills that can be used in various fields. A strong CV must be organised, easy to read, and tailored to the specific job and company. Emphasise your applicable skills, past experience, and accomplishments while showcasing your potential value as an employee. These skills and attributes are highly valued by employers and can be a decisive factor in the hiring process.

To book a CV appointment, email [foteini.meleti@lsst.ac](mailto:foteini.meleti@lsst.ac) from your LSST student email.

# The Importance of Volunteering and Making a Positive Impact

By Foteini Meleti, Career & Employability Officer, LSST Elephant and Castle



Source: Microsoft Designer

**I**n a world facing numerous social, environmental, and humanitarian challenges, the importance of volunteering cannot be overstated. Volunteering goes beyond a simple act of kindness; it is a powerful tool that allows individuals to make a tangible impact, contribute to their communities, and foster positive change. Whether it's addressing critical needs, building stronger communities, or personal growth, volunteering offers a multitude of benefits for both individuals and society as a whole.

Every year, National Volunteers' Week (1-7 June) celebrates the millions of people who volunteer across the UK.

Even though there are numerous philanthropic institutions in the UK that hire personnel to perform charitable work, many of these depend on the generosity of volunteers who offer their time to a cause.

## Participate in causes you care about

Volunteering provides a chance for individuals to actively participate in causes they care about. Whether it's helping the homeless, supporting education, or environmental conservation, volunteering allows us to address pressing issues head-on. By dedicating time

and energy, LSST students can directly impact the lives of others, fostering hope, and creating positive change in society.

For me, volunteering brings people together and fosters a sense of community and belonging. Individuals forge bonds with fellow volunteers and community members by actively participating in community-driven initiatives. These connections not only strengthen social ties but also promote empathy, understanding, and unity. As communities become more closely knit, they are better equipped to address local challenges and create lasting solutions.

## Grow personally and professionally as a volunteer

It is a unique opportunity for personal and professional growth. Individuals learn new skills, explore their passions, and apply their expertise in real-world settings. From project management and communication skills to leadership and problem-solving abilities, volunteering provides a chance to hone these valuable skills. These experiences not only benefit volunteers personally but also enhance their employability and career prospects.

Volunteering opens doors to diverse networks and connections. By volunteering you can engage with like-minded individuals, professionals, and community leaders who can lead to valuable mentorship, collaboration, and future opportunities. These connections can span across industries and sectors, fostering personal growth, expanding horizons, and broadening career prospects. In other words, It is a pathway to personal growth and well-being. By giving back to society, individuals experience a sense of purpose, fulfilment, and accomplishment.

Volunteering can boost self-confidence, enhance self-esteem, and improve mental and emotional well-being. It provides an avenue to combat stress, build resilience, and create a positive mindset. Working side by side with people from different cultures, socioeconomic statuses, and life experiences promotes understanding, empathy, and cultural acceptance. It broadens horizons, challenges biases, and fosters a sense of global citizenship. By embracing diversity, volunteering contributes to a more inclusive and harmonious society.

### Case study: Meet Judyta Grajko who studies BSc (Hons) Health and Social Science with Foundation at Elephant and Castle



Judyta Grajko, a Health and Social Science student at LSST's Elephant and Castle campus, is delighted with the voluntary work that she found via LSST's Careers Hub. (Photo: LSST)

Judyta Grajko, a Health and Social Science student, has a deep passion for supporting others. She wanted to get some work experience, and with our Careers' Hub assistance, she decided to volunteer at The Central London Community Healthcare Trust as a meet and greet volunteer and then later as an occupation

therapist volunteer. Excited about the opportunity to make a difference, she signed up for a weekly volunteering program. Judyta has a keen interest in healthcare and a desire to make a positive difference in the lives of others.

Judyta's volunteering experience in the hospital has had a profound impact on her personal and professional development. She feels more confident and is now more satisfied that she gives back to the community and at the same time she is getting work experience for her future. It allows her to witness the power of human connection, develop a deep sense of empathy, and ignite a passion for healthcare. Volunteering gives her the chance to embark on her educational journey at LSST and be ready to make a lasting impact on the lives of patients and their families. Judyta is happy with this opportunity, and she will continue volunteering while she is studying.

To find out more about volunteering opportunities email [foteini.meleti@lsst.ac](mailto:foteini.meleti@lsst.ac).

# A Throwback of our Careers Events at LSST Elephant and Castle

By Foteini Meleti, Career & Employability Officer, LSST Elephant and Castle



National Career Advisors at Elephant and Castle campus (Image: LSST)

A dynamic event specifically tailored for LSST students seeking guidance and opportunities to shape their future careers was hosted at LSST's Elephant and Castle Campus by the National Careers Service (NCS) last year and I am excited to share what I learned. This workshop has left a legacy with me as it aimed to empower students with the essential skills and knowledge required to thrive in the professional world. With the ever-increasing competitiveness of today's job market, it has never been more critical to prepare students with the right tools and insights to succeed. Successful professionals from the NCS shared their experiences, offered valuable advice, and provided valuable resources to help LSST students make informed career decisions. NCS workshops were a steppingstone towards unlocking students' full potential and securing a bright future in their chosen field.

- NCS workshops present opportunities for students to connect with career advisors and get personalised guidance and support and offer a range of benefits.
- Allow job seekers to search for employment opportunities across various sectors and locations around London, England.
- Offer career counselling services to LSST students seeking guidance and support in making informed career decisions.
- Cover CV writing, which includes how to highlight accomplishments, use appropriate keywords, and present information in a clear and concise manner.
- Provide tips on how to address employment gaps, emphasise relevant skills, and highlight achievements to make the CV stand out to potential employers.

- Cover a wide range of topics and strategies to optimise LinkedIn profiles and utilise the platform effectively.
- Focus on how to explore the importance of building a strong network, connecting with industry professionals, and engaging in meaningful conversations through posts and comments.

LSST students who attended the workshop received one-on-one consultations, career assessments, and gained insights into local job markets and employment trends. The workshop aimed to promote employment opportunities, skill development, and career growth for LSST students.

Jessica Tang, a Lead Adviser at the National Careers Service London, said: 'I feel as though most of the learners gained a good insight into LinkedIn and writing a CV. Thank you for giving us the opportunity to host numerous workshops this week at LSST. Thank you very much and I look forward to working with LSST in the near future.'



A National Careers Service Advisor supporting LSST students



A National Careers Service Advisor supporting LSST students



National Career Advisor having a conversation with LSST Student



## The Business Exhibition where LSST Elephant and Castle lecturers learn from students

We have all learned a great deal from a successful business exhibition that occurred at LSST's Elephant and Castle campus last year in April - and it has truly left a lasting legacy. It was a fantastic opportunity for our students to highlight their creativity and spirit, and the event gave students and lecturers a chance to connect with a diverse range of businesses and learn more about the novel products and services. In fact, it is where our lecturers learn from their students!

### Benefits of holding a business exhibition at LSST

Business exhibitions provide several benefits for students. The show helped exhibitors to learn about the experience of other entrepreneurs and gain inspiration for their own businesses. The expedition allowed students to display their entrepreneurial talent and build a network of contacts. They validate their ideas and receive feedback from the audience including student peers, faculty members, industry professionals and potential customers. In fact, many of the connections they made will help them in their entrepreneurial journey where they shared ideas and formulated opinions. By participating in such events, students can strengthen their entrepreneurial skills, build their professional network, and take their businesses to the next level.

Business shows provide students with the confidence to pursue their business and motivate them to do more.



### Joshua & Vasilena – BA (Hons) Business Management with Foundation (Year 3) at E&C campus.

Joshua EM Sesay and Vasileva Pehlivanova have their own business and follow their dreams. There was an excellent article about them on LSST News

(<https://www.lsst.ac/news/lsst-elephant-and-castle-student-entrepreneurs-launch-tie-dye-business/>). Their business is a sole trader scheme at present and



as friends and business students, they decided to collaborate and bring that collectiveness to collaborate in the fashion and clothing industry. The idea of the business came when they decided to focus on handmade clothing and accessories that would not be harmful to the environment – and dyed clothing is a market that is growing rapidly so they thought it best to be part of a standout art of creativity with a mixed patterns of colours. As for a small business with a small budget, they decided to invest in authentic Nike socks and create a look that is not common for everyone and most importantly sock lovers to bring a splash of colour to their everyday outfits. Their product is from Nike and they selected it as a start-up product because it is already a known brand to the public and it is known for its authenticity. As a way for their business to be recognised. Their products include gift boxes for birthdays, self-treat, and family, a crochet basket to bring order and organised little items in the house.

### Cassie Elizabeth Aesthetics

#### **BA (Hons) Business Management with Foundation at E&C campus.**

Cassie Stewart, who was also an exhibitor, has a passion for beauty and offers massage, facials, waxing and eye treatments. Cassie Elizabeth Aesthetics Limited was started 20th July 2021 with Cassie turning her living room into a salon, through challenging work and saving Cassie built a salon in her garden in Anerley (London) which launched in March 2023. Cassie shares her business story saying “With over 18 years’ experience within the Beauty industry I was first qualified as a NVQ level 3 Beauty Therapist in 2006. I have worked in many Award-winning salons and spas in London such as The Lemon Tree and ESPA

at the Corinthia Hotel. I had the chance to be trained with specialist skincare brands such as Dermalogica, ESPA, Decleor, Elemis, and Matis to name a few. With a passion for skincare and cosmetics, I took my knowledge and skills to a new level in June 2021 and trained with the award-winning training academy Empire in Liverpool.” Cassie is now a fully qualified



advanced Aesthetics Practitioner offering Advanced Botox, lip, and facial dermal fillers, skin boosters, fat dissolving injections, Russian lips, Hay-fever injections, and multivitamin injections.

To see Cassie’s Treatment menu or to book an appointment please visit <https://www.fresha.com>

To see Cassie’s amazing work and offers follow her on social media

Instagram:

<https://www.instagram.com/cassieelizabeth.aesthetics/>

Facebook:

<https://m.facebook.com/profile.php?id=100078398491966>

**Enagic – Kady Bamonadio – BA (Hons) Business Management with Foundation (Year 3) at E&C campus.**

Enagic has 48 years’ experience in the market. Its vision is to help people all around the world experience True Health with its product line and human-based marketing system. Their corporate philosophy is based

on three basic principles: healthy body, healthy mind, and healthy finance. Some benefits of adding Enagic in daily life are anti-ageing properties (via liquid antioxidants that absorb more quickly into the human body), and colon-cleansing properties.

For more information, please see below

<https://www.enagic.com/>

<https://thewater4life.wixsite.com/mysite/enagic-history>

**A deeper understanding of the NHS**



Another event that left a lasting legacy was last year on 22 March, where LSST Elephant and Castle hosted the NHS and Jennifer Stone, its Apprenticeships Relationship Manager. She delivered an amazing presentation about NHS careers. The aim of this event was to provide the Level 5 and 6 Health students with a deeper understanding of the NHS and motivate students to take action and make a positive change in their lives after their graduation.

During the presentation, Jennifer introduced



apprenticeships in the NHS and the benefits of apprenticeships for those interested in a career in healthcare. She explained the definition of an apprenticeship and how it differs from other forms of education and training. She provided examples of different types of NHS apprenticeships, such as clinical, administrative, support roles, nursing and occupation therapist. Jennifer focused on the benefits of undertaking an NHS apprenticeship, such as earning a wage while learning on the job, gaining valuable work experience, and having the opportunity to progress



into a permanent role within the NHS. She explained some information on the application process for NHS apprenticeships and roles, including eligibility criteria, how to search and apply for vacancies, and what to expect during the recruitment process.

Jennifer has been working for NHS for more than 20 years and she shared her experience on what it's like to work in NHS, including the responsibilities and duties of the role, the support and training provided, and the opportunities for personal and professional development. She encouraged students to consider NHS apprenticeships as a pathway to a rewarding career in healthcare when they graduate. She identified key web pages where students can apply for jobs and she suggested that students start applying six months before they graduate.

Jennifer summarised the main points of the presentation and emphasised the roles that are available now. She encouraged the audience to seek help if needed and provide resources for further information and support. It was robust of engagement from the students, with many asking interesting questions and taking notes throughout the session. LSST is eager to collaborate with Jennifer Stone as she expressed an interest in joining the LSST Careers fair in the future with healthcare ambassadors from NHS.

**Iudit-Iulia Dezsi – BSc (Hons) Health and Social Science with Foundation at E&C campus**

Iudit's brilliant idea came during the lockdown when she sought to make the most of her spare time and keep her mind engaged. With her youthful spirit, Iudit discovered a profound connection with the world of art—painting, drawing, and clay modelling. As a sensitive individual, she found solace and inspiration in these creative endeavours, as they provided a gateway to express her innermost thoughts and emotions. Art became her voice, allowing her to delve into the depths of her imagination and manifest it into tangible creations. This beautiful form of self-expression holds the power to unlock endless possibilities and capture the essence of her unique journey.

For more information please email: [H2210612@lsst.ac](mailto:H2210612@lsst.ac)



**TotalsJobs – Career Path After Graduation**

Katy Broadbent – Early Careers Lead Product Specialist and Lewis Beaty –Enterprise Business Development Director, attended their event on campus and we all learnt so much from them. Before we began the event, we discussed the current state of the job market and how Brexit has affected it. Both stated that there are numerous opportunities in the market, particularly for graduates. Totaljobs is having difficulty finding candidates for all of the open positions. Recruiters want to invest in graduates. LSST is eager to collaborate with



Totaljobs in order to place their Level 6 students in the market. Many students attended and were interested in learning more about Careers.

Katy and Lewis informed the students that nearly half of the companies plan to increase the number of



hires they make in the coming years. They emphasize the importance of soft skills and how important it is to include them on their CV. Katy and Lewis demonstrated to students how to conduct employment research and which websites to research. One of them is LinkedIn, which is one of the most popular websites for employers to recruit at the present. They discussed how essential it is for employers to invest in their employees by providing them with salaries and benefits.

Katy stated that a simple CV is what the graduate should have as employers are currently using the Blind CV approach in the market. The presentation concluded with a positive message, and the students appeared to have gained more confidence. Students asked questions and provided feedback. Katy and Lewis were looking forward to the event and they are happy to welcome LSST into their workplace.

LSST continues to collaborate with Totaljobs to find positions for graduates.

## National Careers Service Offerings at LSST

We learned so much last year, on March 8th, when LSST hosted the National Careers Service, where Vicky Kalber, the Community Relationships Manager,

delivered a presentation at LSST's Elephant and Castle Campus. The purpose of the presentation was to share knowledge of National Careers Services and provide information to students regarding the services offered.



Vicky, alongside Academic Leads and Careers Hub, discussed how LSST students could benefit from the National Careers Service. According to Vicky, the National Careers Service offers excellent career information and advice on how to apply their skills in the workplace. Their team provides professional guidance to students and recent graduates, helping them create a career plan that will enable them to achieve their goals and be successful. The National Careers Service collaborates with JobCenters in the London area to identify open positions.



During the presentation, Vicky addressed Level 5 and 6 students, outlining the opportunities offered by the National Careers Service in selecting future career pathways, exploring and comparing different career options, and identifying key webpages where students can apply for jobs in the Business and Health industries upon graduation. Vicky also shared information on how students could access the National Careers Service.

The presentation concluded with a robust engagement

from the students, with many asking Vicky interesting questions and taking notes throughout the session. Vicky and LSST are enthusiastic about working together to set up workshops with LSST students, assisting them with interviews, and CVs, creating career plans and placing graduates in the job market.

## Foxtons visits LSST Elephant and Castle



At #LSST Elephant and Castle, we had the most epic event featuring the power-packed Foxtons Recruitment Team – Yasmin Sisodia, Weronika Kusiak, and Malika Bega!

Our students dived into endless possibilities as the Foxtons' team spilt the beans on graduate opportunities and the sought-after skills they're hunting for in future leaders.



# LSST joyously marked its 20th anniversary in grand style

By Kunal Chan Mehta



LSST joyously marked its 20th anniversary in grand style at the iconic Wembley Stadium. This momentous occasion united over 500 esteemed guests, including students, faculty, and alumni, in an evening of reflection and celebration.

The event unfolded with heartfelt speeches from #LSST's leadership team, offering poignant insights into the institution's extraordinary journey over the past two decades and reaffirming its unwavering commitment to delivering exceptional education.

Set against the prestigious backdrop of Wembley Stadium, the celebration underscored LSST's prominent role in the higher educational landscape. The event also served as a platform to honour staff dedication and outstanding contributions through a series of awards, further highlighting LSST's pursuit of excellence.

As LSST embarks on its third decade, the institution eagerly anticipates sustaining its legacy of academic excellence, innovation, and active community engagement. The commemoration at Wembley Stadium marked the culmination of 20 years of unwavering dedication and established a promising foundation for future growth and achievements.

A special well done to LSST Luton for winning the Campus of the Year Award.







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