



NineFeetTall
delivering positive change



National College
for Leadership of Schools
and Children's Services

National College for School Leadership

Nine Feet Tall was appointed by the National College for School Leadership (NCSL) to assist in the definition of a customer strategy and the customer experience along with a clear roadmap to deliver this change.

“NCSL recognised the need to define and strengthen its relationships with its end customers, who today are primarily school leaders within England, Nine Feet Tall helped us to define what type of relationship we wanted at the individual, school, school cluster and local authority level and who we communicate with, and how”

Christine Fullerton
Strategic Director

Project Activities

1. Analysis of customer touch-points, services, business processes, organisational structure and supporting IT infrastructure
2. Provided benchmarks with membership organisations to stress-test vision and understand best practice solutions
3. Ran workshops with senior leadership team to agree vision, options and success criteria
4. Conducted gap analysis to highlight the most critical issues and gaps
5. Delivered a customer strategy roadmap, with clear costs, resources, timescales and risks for each work stream
6. Agreed programme structure to implement the customer strategy for the College

“Nine Feet Tall managed to analyse our complex organisation and present a clear picture of our customer relationship strategy, identifying real efficiencies”

Ken Gill
Strategic Director of Commissioning