



Marketing at the Leadership Table

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INNOVATE. SUSTAIN. PROSPER.

Marketing at the Leadership Table: *A New Model for School Leadership*

Marketing is one of the least leveraged strategic functions in schools – yet one of the most commercially critical.

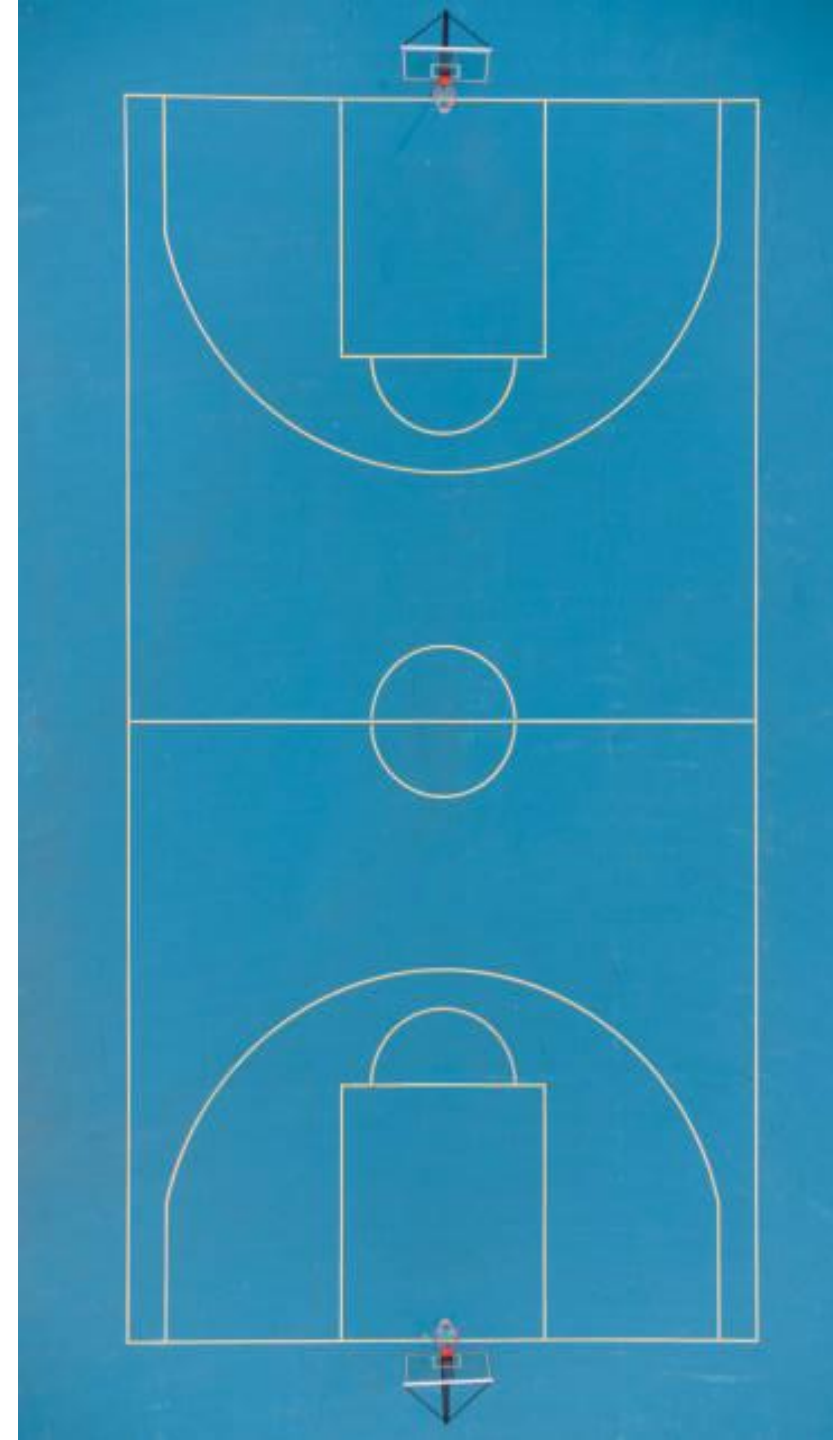
Lessons from Industry

When strategy is informed by customer needs, insight becomes competitive advantage.



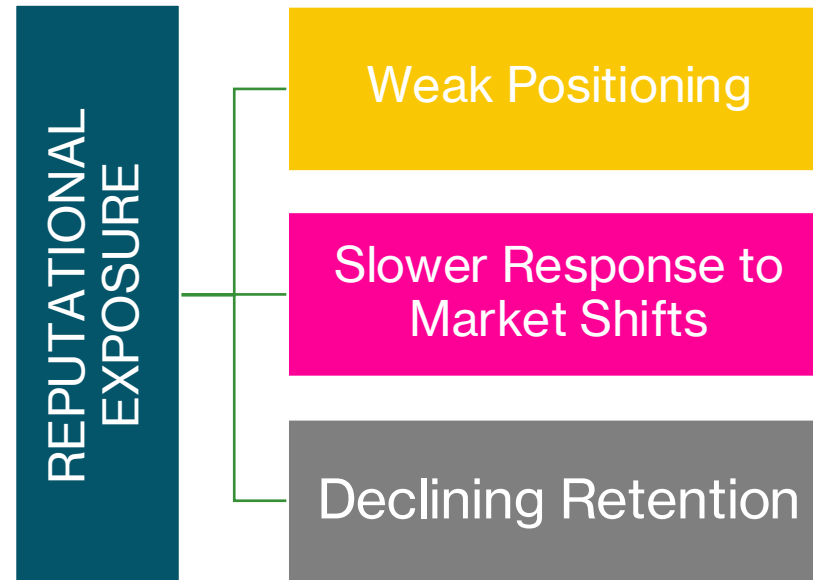
Why Marketing Gets Left Out

Marketing is sidelined when it lacks commercial framing, clear value articulation, and a defined role in strategy.



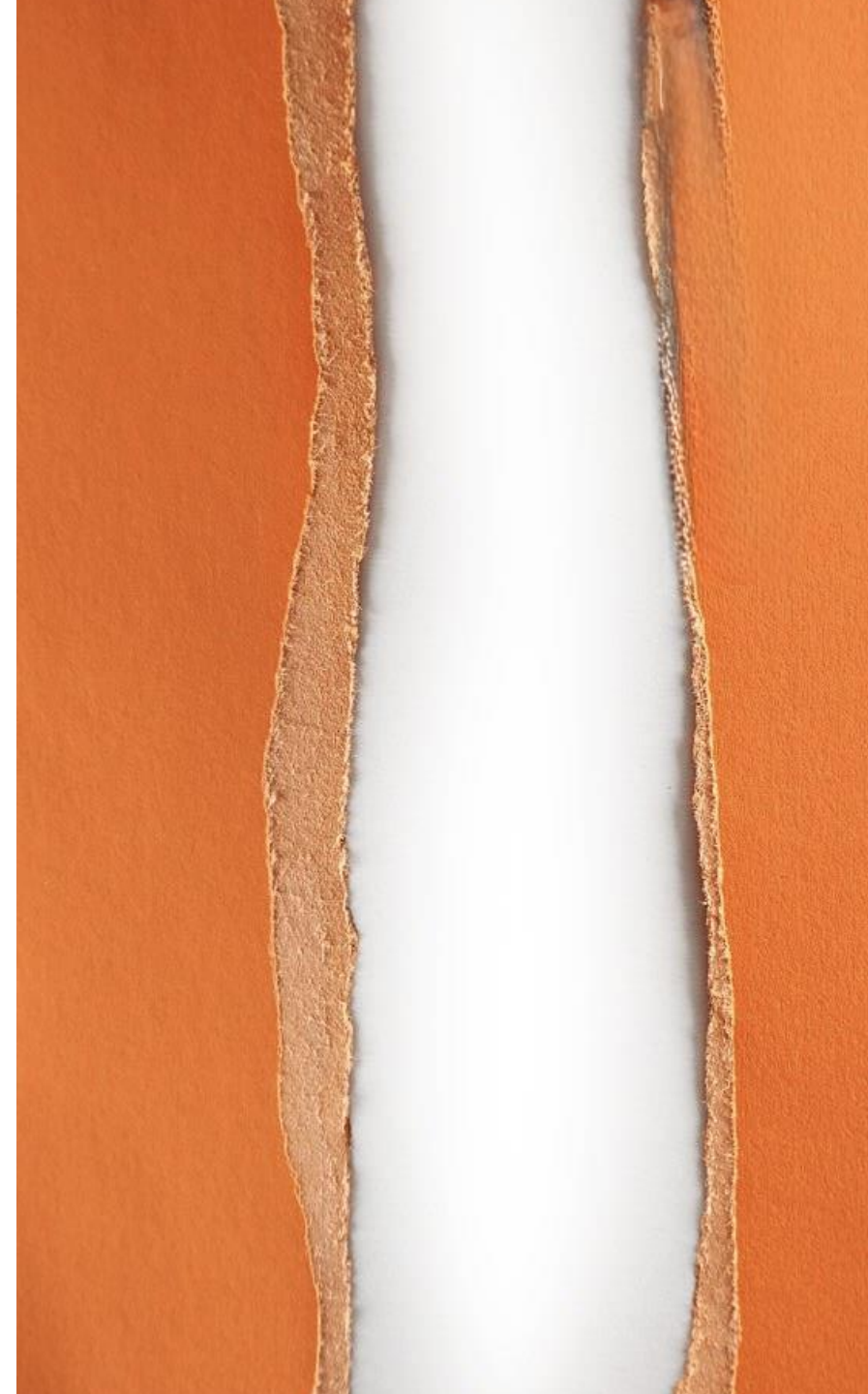
The Commercial Cost of Leaving Marketing Out

And there is a cost.



The Cost of Silence

When marketing sees the signal – and says nothing – the school absorbs the cost.



From Activity to Operating Model

Marketing becomes strategic when it moves from campaigns to operating rhythm.

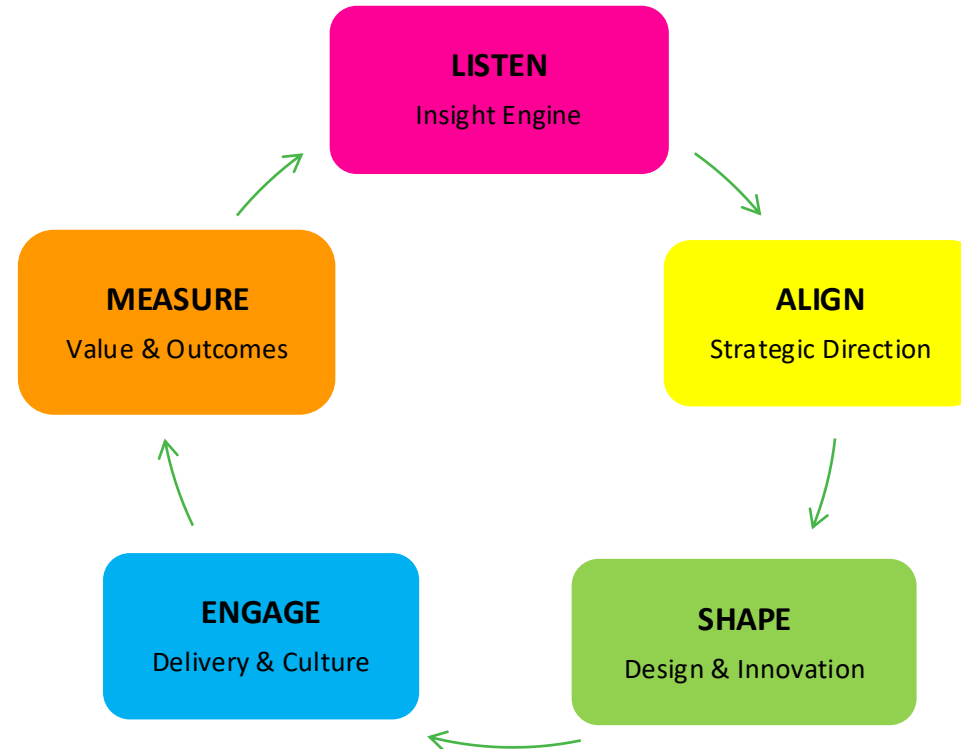
Marketing as Growth Engine

Marketing shapes the offer, the experience, and where growth is funded.



New Leadership Model

When this becomes cyclical,
schools move from activity
to intentional growth.

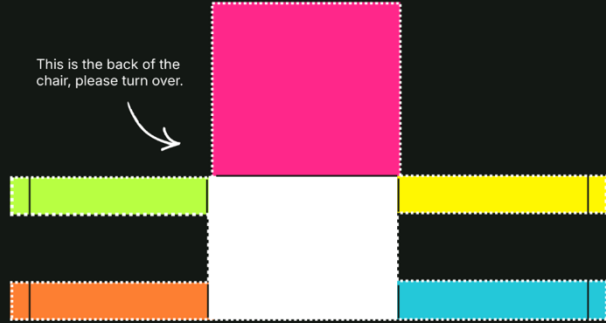


Here's The Shift

Marketing is not an afterthought.
Marketing is a strategic
contributor to the school's value,
growth, and resilience.

BRING YOUR SEAT TO THE LEADERSHIP TABLE

This is the back of the chair, please turn over.





Dr Leeya Hendricks
Global CMO

HC

BRING MARKETING TO THE LEADERSHIP TABLE

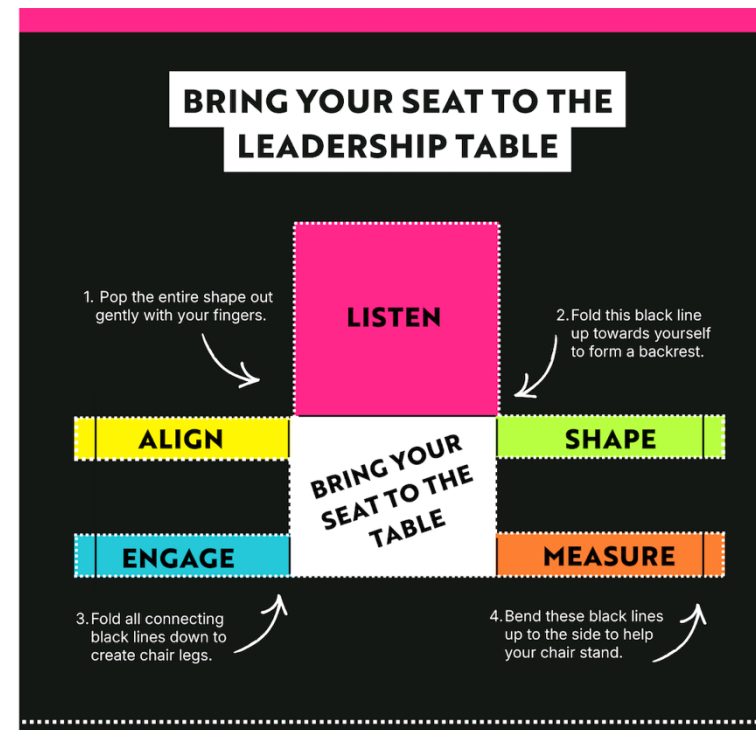
Dr Leeya Hendricks reframes marketing as a core leadership capability, showing how data, market awareness, and parent insight should shape decision-making.

[Connect with Leeya on LinkedIn →](#)



Claim your seat at the strategic table

Don't wait to be invited.
Bring your seat.



Being Taken Seriously: What Shifts Perception?

Marketing becomes credible when it speaks in outcomes, not outputs.

Speaking the Language of Leadership

Marketing earns influence when it speaks in outcomes leaders care about.

Where Strategy Breaks Down

Most strategy fails in the translation from vision to execution.

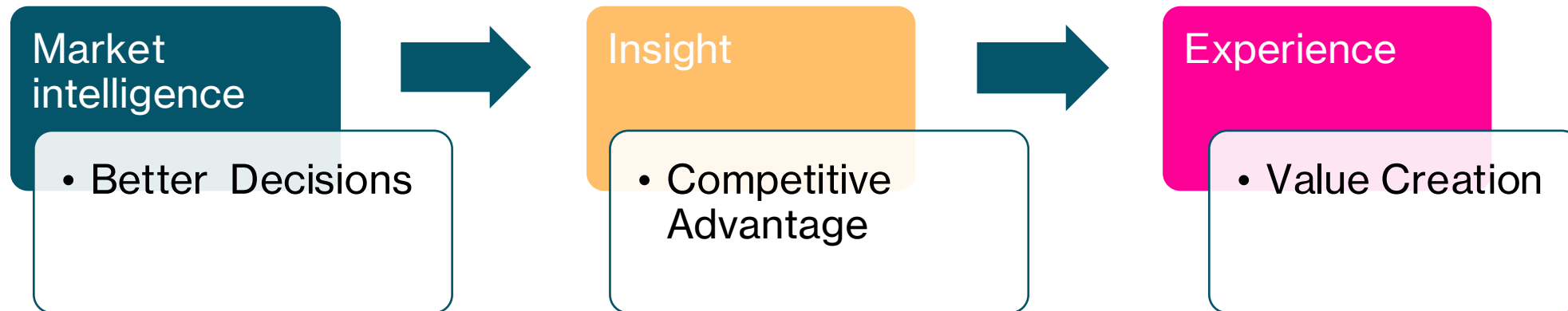
Commercial Thinking for Schools

In constrained environments, clarity is not optional. It is strategic protection.

Value → Experience → Retention → Trust → Outcomes



Marketing as a Strategic Leadership Capability



One Decision You Will Change

Write down one strategic decision in the next 6 months.

Will marketing shape it early or promote it later?



Daring to be different starts with daring to think strategically.

If we want different outcomes, we must make different decisions.

Let's go out and do it.

THANK YOU – Stay in Touch. Let's Connect.

