



**Iain Patton**  
CEO

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*The strategy retains the direction and agility EAUC needs to remain both strategic and opportunistic. That is asking a lot of a strategy, but with the help of Caplor Horizons, the work which started over 5 years ago remains as useful today as it was then.*

*The Caplor Horizons model and offer to the world is generous, unique and profoundly valuable.”*

“EAUC is a strong alliance of Universities and Colleges, post 16 Education Sector bodies and commercial organisations, working together both in the UK and internationally. We represent over 2 million students and nearly 400,000 staff with a spending budget of over £25 billion.

We work with leaders, academics and other professionals to drive sustainability to the heart of their post-16 education institutions and make it just good business.

We started working with Caplor Horizons in 2016: firstly, on a new organisational strategy; secondly, on a rebranding process; then facilitation of leadership and team development activities and ongoing support in different ways.

The most significant aspect was the process Caplor Horizons facilitated to generate an envisaged future to 2030 and a 5-year rolling strategy. Caplor Horizons has consistently shown itself to be an inspired, informed, resourceful, client-focused organisation.

Given that we have a large and complex membership, creative, engaging and incisive consultation approaches were necessary. For the strategy process, this included working effectively with a specially established and diverse representative body. They finely balance the art of listening, challenging and inspiring their clients.

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That said, the supportive link between EAUC and Caplor Horizons has been a constant throughout this time. This has included EAUC staff attending Caplor Horizons events, being involved with coaching and mentoring and having the Co-Directors and Advisors on hand to advise and support as needed.

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