

New Manager's Playbook Toolkit & Resource List

Working as an Effective Marketing Team Resources:

How to Give Feedback – Seth's Blog

Practical tips on giving feedback that helps teams and individuals improve performance.

<https://seths.blog/2024/10/some-simple-rules-for-source-control/>

9 Tips for How to Delegate Effectively – Harvard Business School Online

Practical advice on delegation to improve team efficiency.

<https://online.hbs.edu/blog/post/how-to-delegate-effectively>

The Art of Giving and Receiving Feedback – Harvard Business Review

A guide to mastering both sides of feedback in professional settings.

<https://hbr.org/2024/07/the-art-of-giving-and-receiving-feedback>

Foster an Environment for Feedback – Morgan Steele

Insights on creating a positive feedback culture within teams.

<https://morgansteele.com/foster-feedback>

ProductPlan Impact-Effort Matrix: A visual tool to help evaluate and prioritize ideas based on the effort required and the expected impact.

<https://www.productplan.com/glossary/action-priority-matrix/>

Learning to Delegate as a First-Time Manager – Harvard Business Review

Tips on developing delegation skills essential for team leadership.

<https://hbr.org/2024/06/learning-to-delegate-as-a-first-time-manager>

Marcomms Survival Guide Articles – A series of articles that focus on organizing, prioritizing, and streamlining work and processes for leaders and teams.

FigJam

A collaborative whiteboard tool useful for team exercises and brainstorming.

<https://www.figma.com/figjam/>

Miro

Free tool for stakeholder mapping and collaboration, useful in institutional planning and project management.

URL: <https://miro.com/>

Kitted Cards – Kitted

A structured card system that facilitates brainstorming, problem-solving, and skill-building through interactive exercises and role-play, ideal for team collaboration.

<https://kittedapp.com>



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Building Institutional Relationships Resources:

What Great Listeners Actually Do – Zenger & Folkman (Harvard Business Review)

Introduces the “trampoline listener” concept: good listeners don’t just absorb, they amplify and clarify others’ thinking.

<https://hbr.org/2016/07/what-great-listeners-actually-do>

What Makes a Leader – Daniel Goleman (Harvard Business Review)

Outlines the four pillars of emotional intelligence (self-awareness, self-management, social awareness, relationship management) and why they matter in leadership.

<https://hbr.org/2004/01/what-makes-a-leader>

Seth Godin's Blog – "How to Give Feedback": Insights on feedback, credibility, and controlling decision-making processes.

The Strategy Questions – Seth's Blog

A guide to asking the right strategic questions for building effective institutional relationships.

<https://seths.blog/2024/10/the-strategy-questions/>

Jefferson Fischer – Communication expert & trial attorney

Free quick tip downloads and other resources to improve your confidence & communication skills.

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

How Data Science Can Improve Your Recruitment Marketing Strategy – EAB

A guide to leveraging data for higher education recruitment marketing.

<https://eab.com/insights/daily-briefing/enrollment/how-data-science-can-improve-your-recruitment-marketing-strategy/>

Using Data to Inform College E-Recruitment – Ruffalo Noel Levitz

Insights into using data effectively for digital recruitment marketing strategies.

<https://www.ruffalonl.com/papers-research-higher-education-fundraising/using-data-to-inform-college-e-recruitment/>

Data Storytelling: The Essential Skill for Presenting Data – Harvard Business School Online

Highlights the importance of combining data, visuals, and narrative to communicate insights effectively. This resource provides strategies for structuring data presentations to engage audiences and support decision-making, making it ideal for professionals looking to enhance their data communication skills.

<https://online.hbs.edu/blog/post/data-storytelling>

Effective Data Storytelling – Brent Dykes

Website on data storytelling strategies, focusing on data-driven marketing insights.

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



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Professional Development Resources:

Jeff's SMART Goal Builder GPT – Coaching tool for creating and refining SMART goals.

Available by searching your ChatGPT's GPT library or at jeffebbing.com

How to Become an Effective Leader – Harvard Business Review

Leadership skills guide ebook.

<https://online.hbs.edu/blog/post/how-to-be-an-effective-leader-at-any-career-stage>

Clearer Thinking – A hub of interactive tools designed for decision-making and personal growth.

Key tools include:

1. Ultimate Personality Test: For self-awareness and identifying areas for growth.
2. SuperSolver Tool: Aids in problem-solving by breaking down complex challenges.
3. Decision-Making Tools: Structured approaches to making clear career or project decisions.
4. Habits Builder: Assists in establishing productive habits that enhance career progression.

Professional Development Ideas That Lead to Career Growth – Built In

Actionable tips on using strategic projects for career advancement.

<https://builtin.com/career-development/professional-development-ideas>

45 Pieces of Career Advice to Advance in Your Job – The Muse

Practical advice on navigating career progression and leveraging projects for success.

<https://www.themuse.com/advice/45-pieces-of-career-advice-that-will-get-you-to-the-top>

Project Management Upskilling – Pathstream

Focuses on developing leadership skills through project management.

<https://www.pathstream.com/blog/project-management-upskilling-career-growth>

Building Community at All Stages of Your Career – Inside Higher Ed

Emphasizes mentorship and networking at different career stages.

<https://www.insidehighered.com/advice/2024/05/12/building-community-all-stages-your-career-opinion>

Why People in Higher Ed Should Reconsider a Growth Mindset – Inside Higher Ed

Discusses the relevance of continuous learning for professional growth.

<https://www.insidehighered.com/views/2024/06/05/why-people-higher-ed-should-reconsider-growth-mindset-opinion>

SAVE THIS to make better decisions, focus your effort, and boost your impact.

Follow me for more good higher ed marketing and marcomms leadership kinda stuff.



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Leadership & Influence, Marketing Management & Strategy Books:

Heart Over Hype – Jaime Hunt

Jaime writes great articles and hosts webinars about marketing, higher ed, and AI.

The Next Conversation: Argue Less, Talk More – Jefferson Fischer

Great interpersonal relationship and communication advice!

Leading from the Middle: A Playbook for Managers to Influence Up, Down, and Across the Organization –

Scott Mautz

Tons of scenarios and practical guides for how to handle leading, down, and across your organization.

Effective Data Storytelling: How to Drive Change with Data, Narrative, and Visuals - Brent Dykes

Great tips for identifying, using and storytelling using data to make your case and ensure understanding.

Chasing Mission Fit - Bart Baylor

A great marketing guide with tips and actionable steps you can use to fill your students who will succeed.

Thought Leader LinkedIn Profiles:

Seth Godin – Author and marketing thought leader.

<https://www.linkedin.com/in/sethgodin/>

Jefferson Fischer – Communication expert & trial attorney helping you build deeper connections, gain confidence, and take control of your voice.

Jaime Hunt – Thought leader in higher ed. Author of Heart over Hype.

<https://www.linkedin.com/in/jaimehunt/>

Bart Baylor – Thought leader in higher ed. Author of Chasing Mission Fit.

<https://www.linkedin.com/in/bartcaylor/>

Jesse Streb – Technology and product innovation expert, Clearer Thinking Podcast host.

<https://www.linkedin.com/in/jessestreb/>

Dan Nelken – Copywriting coach and creative problem-solving expert.

<https://www.linkedin.com/in/dan-nelken/>

Eddie Shleyner – Founder of VeryGoodCopy, marketing and content strategist.

<https://www.linkedin.com/in/eddie-shleyner/>

Brent Dykes – Data storytelling expert and author of Effective Data Storytelling.

<https://www.linkedin.com/in/brentdykes/>

Jeff Ebbing - Community College Higher ed leader, regular writer of all things CC marketing and leadership.

<https://www.linkedin.com/in/jeffebbing/>

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