



Quest Cultural Solutions

W O R K S M A R T E R

NOT HARDER

Balancing Current Goals with
New Expectations in Education

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CONTENTS



4

MESSAGE FROM THE CEO

5

ABOUT QCS

6

RISING EXPECTATIONS

7

3 STRATEGIES FOR
SUCCESS

11

THEORY TO PRACTICE:
USING THE STRATEGIES

12

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MESSAGE FROM THE CEO

Dear Colleagues:

Does it ever feel like the demands of international education keep rising? At QCS, we hear this from our partners every day.

Students need more support.

Leaders have higher expectations.

The types of programs are expanding.

Most of the time, we're excited about these opportunities. They push us to improve our programs, and students benefit from our efforts. But the rate at which expectations are rising is challenging, and many international educators are struggling to keep up.

In this publication, QCS offers a 3 strategies for balancing new demands with existing activities. We hope that these tips help you prioritize effectively and thrive in our changing field.

We'd love to hear how these strategies work for you. Drop us an email or contact us through social media to share your story!

Regards,

BETH M. LAUX, ED.D.
PRESIDENT & CEO

 **Quest Cultural Solutions**



Photo Credit: Ron Hall





ABOUT QCS

A veteran educator and public servant, Dr. Beth Laux saw a growing number of schools and government agencies struggle to meet the demands of their work. Economic disruption, staffing shortages, and increased expectations created the perfect storm of burnout and limited resources. To address this issue, Dr. Laux founded Quest Cultural Solutions (QCS).

QCS helps educators and government agencies meet increasing demands through innovative, customized support. We empower our partners to meet critical needs, manage routine operations, and achieve long-term goals.

QCS is a proud woman-owned small business. We work hard to lift economies and propel underrepresented stakeholders into positions of leadership.



TEMPORARY STAFFING

QCS offers temporary staffing to support your immediate needs.

PROJECT MANAGEMENT

Our project teams help you balance routine tasks & one-time projects.

RESEARCH & EVALUATION

QCS researchers identify patterns, evaluate needs, and assess the impact of your work.

CUSTOM TRAINING

Our custom training programs help your team develop new skills and update knowledge.

REGIONAL EXPERTISE

From launching programs to managing conflict, we help you succeed across cultures.

CONSULTING

With 20+ years of experience, QCS consultants help you solve problems & leverage opportunities.

PUBLICATIONS

QCS publications help you apply cutting-edge research to your work.

RISING EXPECTATIONS



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Expectations are rising in international education. University leaders are under tremendous pressure to find sustainable business models. This requires bold moves and audacious goals, and international educators are key players in helping universities succeed.

But staff turnover is high, budgets are tight, and many international

educators are struggling to keep up.

Without new resources, how do we balance existing goals with rising expectations?

To thrive in this environment, international educators need to be strategic. By working smarter, not harder, international educators can balance the scales.





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3 STRATEGIES: AN OVERVIEW

#1

**Work Smarter,
Not Harder**

#2

**Control the
Narrative**

#3

**Prioritize...Even When
It Sets You Back**

#1 WORK SMARTER, NOT HARDER

New initiatives can be exciting, but they can also be overwhelming. As expectations rise, so does the workload, and international educators have limited human and financial resources to support their efforts.

But we don't always need new programs to meet new goals. There is often an overlap between what we currently do and a university's new initiatives.

To succeed in this environment, international educators need to work smarter, not harder. By leveraging existing programs, we can use current activities to support new goals or initiatives.

Interested in using this strategy? Start by asking some key questions.

Key Questions



What are the desired outcomes of the new goal or initiative?

What do you currently do that supports new those new goals?

How can you leverage or modify current activities to meet new expectations?

Can you make these adjustments and still support your students?

#2 CONTROL THE NARRATIVE

Leaders are storytellers. They craft a narrative about their work that clearly and compellingly articulates needs and highlights contributions.

But what story do we tell about international education on our campuses? Does the narrative reflect outcomes that advance institutional goals? Does the narrative position international educators to support student learning and employee well-being?

By controlling the narrative, international educators can influence decision-making at their institutions. They can shine a spotlight on activities that support university goals while empowering employees to balance competing demands.

Not sure where to begin? Start by asking some key questions.



Key Questions

What narrative do you tell about your work?

How can you align the narrative with institutional goals and initiatives?

Which platforms do you use to share your narrative?

Who communicates the narrative and how can you train them to tell the story consistently?

#3 PRIORITIZE...EVEN WHEN IT SETS YOU BACK

Goal-setting is an important leadership skill. But what happens when external stakeholders add new goals to our list? How do we balance our original goals with new expectations?

To solve this, international educators need to prioritize (and re-prioritize) their goals. In fact, it may require some “soul-searching.” Prioritization often means hard decisions about which goals to pursue, postpone, and even remove from the list.

While this may feel like a setback, it’s important to focus on the value of prioritization. By shuffling priorities, leaders can help employees reduce anxiety and improve performance. This leads to better retention and outcomes, which create short-term wins and long-term gains.

Interested in using this strategy? Here are some key questions to get you started.

Key Questions



Do the new goals fit into your office's priorities? Are there synergies that can be leveraged to achieve both sets of goals?

Do you have sufficient resources (human and financial) to work toward your priorities and the new goals?

How can you re-prioritize goals in a way that meets new demands and supports employee well-being?

THEORY TO PRACTICE: USING THE STRATEGIES



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International educators balance competing demands all the time, but it's challenging. In this report, QCS identified 3 strategies that help international educators manage shifting expectations.

First, work smarter, not harder. By leveraging existing activities to meet new expectations, international educators can streamline workloads, increase retention, and improve outcomes.

Second, control the narrative. By creating a compelling story about their work, international educators can influence decision-making, communicate value, and limit disruptions.

Finally, prioritization is key...even when it hurts. By deciding which goals to pursue, postpone, and eliminate, international educators can balance needs and use more resources effectively. Prioritization

also fosters confidence, supports staff well-being, and improves outcomes over time.

To thrive in our evolving field, we need to be creative. By applying these strategies, international educators can help universities meet new goals, improve student learning, and support employees effectively.



Work with QCS

Are you ready to get started? QCS can help your team thrive.

- Temporary Staffing
- Project Management
- Custom Training
- Research
- Cultural Expertise
- Consulting
- Publications

Contact us to discuss options or services.



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Connect with us today!



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