



**UNIVERSITY  
OF LAGOS**



# UNLEASHING HUMAN POTENTIALS

A MONTHLY NEWSLETTER OF THE UNIVERSITY OF LAGOS STAFF TRAINING AND DEVELOPMENT UNIT

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## NURTURING INSTITUTIONAL LOYALTY TO ACHIEVE UNIVERSITY SUCCESS AND BEYOND: THE ROLE OF STAFF

### Introduction

Institutional loyalty is fundamental for organisational success and sustainability. It manifests the commitment and support employees provide, leading to greater productivity, reduced turnover, and a cohesive organisational culture. In a university setting, where the qualities of teaching, research and community services are paramount, institutional loyalty significantly impacts its reputation, student experience and the institution's overall success.

### The Importance of Institutional Loyalty

#### ***Enhanced productivity and efficiency:***

When employees are committed and loyal to their organization, they are more likely to work harder and smarter, achieving more in less time; reduce costs and waste as they manifest motivation to improve processes and procedures. These result in effective and efficient service delivery and ultimately enhance the university's reputation.

#### ***Benefit of employees' loyalty:***

Loyal employees are more engaged and committed. They take the initiative to improve processes and outcomes.

#### ***Increased Staff Retention:***

Loyalty breeds job stability, resulting in lower turnover. This continuity is crucial for sustaining academic programmes, research, and administrative functions.

#### ***Positive Organisational Culture:***

Loyalty stimulates a positive culture where employees feel valued and respected, encouraging collaboration, innovation, and mutual support.



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**Improved Student Experience:**

Dedicated staff are more likely to enhance the student experience, leading to better outcomes, campus peace and security, stability of academic calendar and higher enrolment and graduation rates.

**Strengthened Reputation and Credibility:**

Institutions with loyal staff enjoy a stronger reputation as employees become ambassadors, promoting the university's values and achievements.

**Strategies to Cultivate Institutional Loyalty****Align with University Vision and Mission:**

Understand the university's Vision and identity with it. Staff should align their tasks and goals with the university's vision, mission, and values and actively support its policies and initiatives.

**Engage in Continuous Professional Development and Capacity Development:**

Seek opportunities for learning and skill enhancement, contributing to personal growth and ultimately the university's reputation. New skills and knowledge create self confidence and improved productivity. This contributes to university's efficiency.

**Support and Collaborate with Colleagues:**

Embrace a spirit of collaboration, actively supporting and working alongside colleagues to achieve outstanding results. Share knowledge, ideas, and expertise to foster a culture of collective success, driving innovation and excellence in all endeavors.

**Contribute to a Positive Work Environment through Civility and Respect:**

Treat everyone with respect and courtesy, creating a welcoming and inclusive atmosphere.

**Offer Mentorship and Guidance:** Offer support and guidance to new and subordinate staff and students to build a supportive community.

**Be a Positive Representative of the University with constructive advocacy:**

Promote the university positively within the community and public. Don't speak evil about the University. Seek clarification where you don't know.

**Embrace "The Engage and connect" concept by participating in University Events:**

Engage actively in university events and outreach activities. Be an active and engaged member of the university community, participating in events,

programs, and any activities that promote learning, growth, and development. By doing so, you will help build a sense of belonging, foster opportunities for yourself while enhancing the overall university experience.

**Embrace Change, Adaptability and Open-Mindedness:**

Endeavour to thrive in a dynamic environment by being open to new policies and technologies, adapting to changes that support the university's growth. Cultivate a spirit of open-mindedness, flexibility, and adaptability, navigating change with curiosity and enthusiasm. Stay receptive to new possibilities, technologies, and perspectives, harnessing the power of innovation to propel the university forward.

**Develop Problem-Solving Attitude:**

Approach challenges with a solution-oriented mindset. This entails critical thinking and innovative ideas. Take every task as unique, requiring unique solutions. Do not be fixated on a particular process. Think of other ways of solving the same problems.

**Promote Students' Success:**

Prioritize student success by being sensitive to their concerns. Offer guidance, support, and encouragement to help them achieve their goals. Staff members need to demonstrate a commitment of empathy to address students' needs, concerns, and aspirations by offering tailored and parental guidance, expert advice, and encouragement to assist and motivate



them to achieve their academic, personal goals. Such students will always remember to give back to the university that made them, in form of endowment, donation and other support through the instrumentality of their post-student positions.



***Uphold the University's Reputation:***

As employees, we should be ambassadors of the University by demonstrating professionalism through consistently producing high-quality work, being dependable, meeting deadlines, and taking ownership of our mistakes. This commitment extends to embodying integrity, reliability, accuracy, and accountability in all our interactions and endeavours. By upholding these values, we collectively enhance the University's reputation, attracting new opportunities and funding. This, in turn, contributes significantly to the achievement of our shared goals, ultimately driving the University's success.

***Engage in Institutional Planning and Development:***

Take an active role in actualising the university's "Future Ready" agenda by participating in strategic planning, decision-making, and institutional development. Offer expert opinions and perspectives to inform institutional priorities, drive growth, and foster a culture of innovation, collaboration, and excellence that will influence positive growth in University's Finance, Infrastructure, Reputation and Manpower.(FIRM).

***Support Sustainability Initiatives:***

Promote sustainability practices that align with the university's long-term goals. Do not work against the interest of the university. No individual can grow above the university. Take decisions that are wholly, necessarily, reasonably and exclusively for the benefit of the university.

***Foster Collaboration and Strong Relationships:***

Build and maintain strong and inclusive relationships with colleagues and leadership across all levels of the university. Engage in open, transparent communication and active collaboration to promote a culture of mutual respect, trust, and cooperation. By doing so, we create a positive and productive work environment that encourages collective growth, innovation, and success. This, in turn, drives the university's mission forward, enhancing our collective impact and achievements.

***Conclusion***

By nurturing and advancing a culture of institutional loyalty, we can unlock the full potential of our university, achieve its goals, and ensure its long-term success. These efforts not only benefit the university but also provide staff with opportunities for personal development, enhanced skills, and a supportive work environment that fosters career growth.

