

Tête-à-tête #11



Sheridan

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1. What does a typical day in office look like for you?

Answer: My typical day at Sannam S4 looks very hectic. It all starts with connecting and reconnecting with students and answering their queries. This includes responding to emails, to WhatsApp messages and to phone calls that I receive from students all across my region. To keep myself abreast of the current issues in the higher education sector, I try and read articles and emails that I receive from ICEF.

I also allocate some time to schedule my travel, draft my emails and make notes for the monthly report.

Whenever I take a break from work, I have some fun conversations with my colleagues in the open office. These conversations range from sharing insights on the education sector, sharing food, or sharing an opinion on a movie.

2. Your job entails a lot of travel and juggling different goals. What do you do to cope with all the challenges?

Answer: The key to being a successful representative of an educational institution, is 'time management'. I am a very disciplined and organised person and to cope with my busy schedule, I prepare a 'to-do list' every day. I try and ensure I don't keep any work pending for the next day.

3. What is your biggest challenge while dealing with the Indian student?

Answer: The outbound student behaviour in India is very different compared to other countries. The students in India seek advice from the university and college representatives and get easily influenced by their suggestions.

Canada being such a 'post-study-work' driven market, Indian students come up with bizarre choices in courses, which sometimes have no correlation with their existing skills and knowledge background.

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My role as a representative is to educate and direct the students towards selecting an appropriate programme. My prior knowledge and experience in the education industry helps me counsel the students properly.

I feel that the Indian students aspiring to study abroad need to research courses and programmes much more extensively, and should not just depend on others to decide their future.

4. What is the best part about your job?

Answer: *There are lots of good things in my job. However, the idea of providing knowledge and advice to students, who aspire to be successful people, supersedes all the other experiences. It feels very noble when I see my own students do well in life.*

I also treasure my interactions with not just students, but also parents, and counsellors. And I must say that this job has kept the traveler and the foodie in me alive.

5. What are the aspects of your job that you like less?

Answer: *Travelling for recruitment fairs at a stretch is sometimes very strenuous, especially when I receive frequent emails and phone calls. To avoid the backlog, I often work through nights. 15-18 hours of work, sometimes hampers my sleep cycle.*

6. What do you consider your greatest achievement? You can quote from outside your work too.

Answer: *Initially I handled only the Punjab market, but my zeal and enthusiasm in recruiting and connecting with students led me to diversify 'brand Sheridan' not only in North India, but also in East and Central India.*

While this may be my success professionally, on the personal front, I have been able to effectively balance my time between my job and my family. Despite being busy, I make sure I spend quality time with my pre-teen daughter.

7. Highlight one thing about your university that you cherish the most.

Answer: *The best part about Sheridan College is the 'openness' and the 'ease' of communicating with its staff. The staff at the college are extremely warm, welcoming and understanding of my heavy workload.*

This inclusive nature probably emerges from the fact that the College caters to a wide range of cultures, ethnicities, and nationalities; making it truly a global experience at Sheridan.

8. What is/are the skills absolutely necessary for your job?

Answer: *As representatives of international educational institutions, who sometimes deal with the same set of queries repeatedly, we need to be very patient. We must find innovative ways of communicating with the parents and the students.*

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Apart from this, it is also important for us to have knowledge of our competitors, and should learn to manage time effectively

9. What is the one skill you would most want to acquire?

Answer: I think our college shows immense scope in promoting itself on both digital and social media platforms. In order to do so, I would like to learn subjects like Data Analysis and Digital Marketing.

10. What are your hobbies?

Answer: With a demanding job, one can easily forego their own health. Therefore, it is imperative to make efforts to stay healthy. Recognising the same, I decided to buy myself a bicycle and joined a bikers group in Delhi. Cycling has now become a part of my weekend routine, and my daughter keeps me motivated to take up cycling tours across the city. When I cycle with the group, I relive my childhood by revisiting all the historical monuments.

Apart from cycling, as I mentioned before, I love spending time with my family especially my daughter, who has now turned into my best friend. While cooking is certainly not my forte, I definitely like helping my mother-in-law with it.

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