

Impact and Challenges of the Changing KT Landscape

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"It is not the strongest of the species that survive, nor the most intelligent, but the most **responsive** to change"

Charles Darwin

Are we being responsive to the changing KT landscape?

- In what **forms** knowledge can be carried (and transferred)
- Through what **channels** or mechanisms knowledge transfer can take place
- **How** transferred knowledge is turned into benefits (IMPACT), and by **whom**
- What **strategies** are (now) appropriate for different channels (including funding/ income models/ measuring impact) and how can knowledge bases cost effectively organise their knowledge transfer activities

KT – a process that involves people

- How can businesses be **inspired** to be more active in seeking knowledge?
- How can individuals **recognise and understand** the KT process of looking at ‘knowledge’, visualising or interpreting that knowledge against company capability, translating that knowledge for the R&D team and embedding the new knowledge/ capability?
- What is the best approach for building long term **relationships** with businesses?
- People and their **ability to communicate** will always be the key to success in KT

Key Challenges for KTP - Strategic

- Less funding to go round!
- Much higher competition for funding
- Knowledge bases under the financial spotlight
- Defining the higher threshold for determining innovation, impact and challenge - bring forward only the best projects
- Setting and managing expectations/ reputation/ pipeline (internally and externally)
- Defining what a KTP Office really is, possibilities for pooling resources?
- Making the reduced budget go further...

Key Challenges for KTP - Operational

- 'Selling' investment of KTP to businesses not cost
- Saying 'no' when necessary
- Reduction of PAGs for 2012
- Repeat business grant rate changes
- Adding value through shorter KTPs
- Remote KTPs
- Enforced 6 month window for Associate recruitment
 - need slick HR processes, coherent messages and effective channels to minimise losing funded projects or appointing the wrong graduate
- Introduction of changes and implementation
- On-line systems

Key Opportunities for KTP

- KTP remains responsive not thematic
- Work to bring in new funding partners to KTP
- Create synergies with other TSB initiatives – need to make the Calls work!
- Pro-actively tap into the wealth of knowledge and experience ‘on the ground’ to shape KTP’s future
- Re-engineer processes and documents holistically
- Ensure that the EOI process is fit for purpose to examine the new criteria for KTP at the early stage
- Influence the REF impact agenda
- Reporting KTPs value more broadly than just GVA measured from business perspective - IMPACT

Moving KT(P) forward... together

- Maximise the KTP National Forum 'collective voice'
- 'In this together' – work with TSB
- Share good practice, informed evidence and intelligence amongst the KTP Office community
- Get engaged with discussions re: piloting Regional KTP Centres
- Share understanding about the new 'quality bar'
- Screen out low potential KTPs – early
- Improve communications to target audiences
- Raise the profile and attract the best graduates
- Consider alternative KT models (channels) – full cost 'KTP'? Source other funding?
- Broaden KT activity and exploit transferable skills

Communication channels for KTP Offices

* Notifications, Alerts and Job Adverts

Jiscmail (KTP-CENTRE-MANAGERS@JISCMAIL.AC.UK) run by Sheffield Hallam University. Contact Sarah Durkin (s.durkin@shu.ac.uk) to register.

KTP Portal (www.ktponline.org.uk). Set up your alerts!

* Discussion Forum

LinkedIn (www.linkedin.com). Knowledge Transfer Partnerships (KTP) Managers group - “A group created for KTP Offices and Centres to engage in open discussion about the Knowledge Transfer Partnership programme and the future”. 61 members. Owner: Alasdair Cameron (West of Scotland KTP Centre)

Communication channels for KTP Offices

* Other LinkedIn Groups

KTP Managers' National Forum. Regional Representatives and Officers (Chair, Vice Chair, Secretary) of the KTP Managers' National Forum. 12 members. Owner: Val Wooff (NF Secretary, Durham University).

Knowledge Transfer Partnerships. 88 members.
Owner: TSB

* Twitter

http://twitter.com/ar_cameron/knowledgetransferpartners

A list of all those involved in Knowledge Transfer Partnerships

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