

Making an Impact 2023

5 - 9 June



ARE WE ON THE SAME PAGE? COMMUNICATING WITH BUSINESS AND INDUSTRY

DEVELOPING PRACTICE PODCAST GUEST SPEAKERS: DR ELIZABETH ADAMS & CAROLINE BROAD



WHAT ARE THE BENEFITS FOR ACADEMICS IN COLLABORATING WITH INDUSTRY OR BUSINESS?

Independent consultant specialising in research culture & researcher career development
PhD in Chemistry involved industry collaboration

Insight into real-world problems & greater understanding of how research can make an IMPACT



extend the network
gain new perspectives

Access additional income Streams



Cambridge-based consultant supporting research specialists offers training in collaboration

WHAT SKILLS WILL I NEED TO DEVELOP?

Business analysis skills



skills in valuing your own EXPERTISE

= asking LOTS of questions...

HOW DO YOU GET STARTED?

DEVELOP YOUR ONLINE PRESENCE

LinkedIn most effective
Needs: Fully completed
Professional photo
Relevant keywords



Engaging in different types of collaboration allows you to BUILD TRUST

IMPACT

Skills in measuring and tracking impact

HOW CAN I AVOID PITFALLS?

I need to disseminate and Publish our findings...

Findings are commercially sensitive and confidential...

to avoid potential culture clashes...

Think about the Profile of the organisations you want to work with



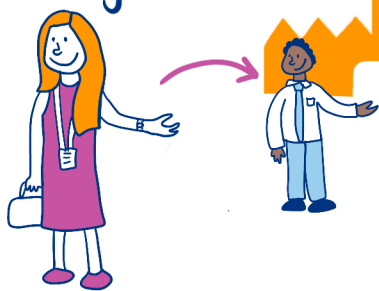
Start-ups & Spin-outs

"everything in between"

Large multinationals



Who in your network can GUIDE you?



Help make productive introductions
EXPAND your network

Gain understanding of each others Constraints & priorities

Discuss and agree what **success** looks like at the outset



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