

# Demystifying Student Engagement with Business & Industry

## Dragon Hall | Norwich | 19 - 20th June

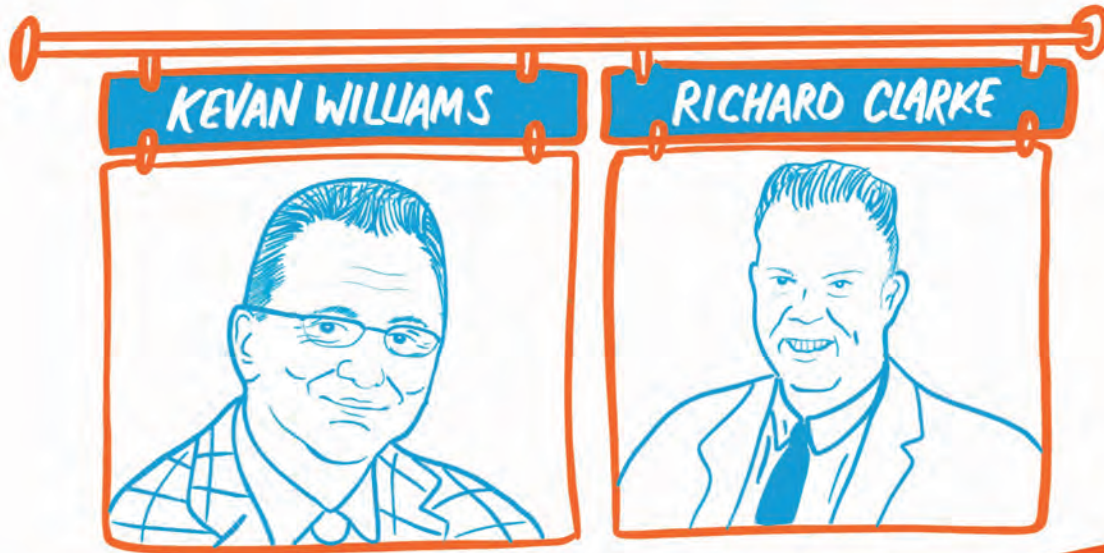






# A BUSINESS BOOST

## INTRODUCTION



**FIND:** COMMON LANGUAGE & COMMON PURPOSE





# WHAT ARE BUSINESSES LOOKING FOR

ONE



FOUR



WHY

SCALING RESEARCH

CAREER- OPPORTUNITY

COLLECT DATA

COMMUNITY BUILDING

PRACTICAL RES.CH





NIKKI POCKETT AND DORIAN HAYES

IMPACT & KNOWLEDGE EXCHANGE  
A UNIVERSITY PERSPECTIVE

# WHY?



# NOW!!



WE NEED TO LISTEN TWICE AS MUCH AS WE TALK

# IMPACT FROM UNI P.O.V

# HOW?



# EVALUATION

# WHAT?

1 EFFECT BEYOND ACADEMIA  
REF

2 KNOW YOUR AUDIENCE

2 CONTRIBUTION TO SOCIETY!  
FUNDERS

# WHEN?

EMBED IMPACT THROUGHOUT!  
THE GIFT THAT KEEPS GIVING!







# WHAT IS IT?



# FUTURE



# WHY DO WE DO IT



# HOW FUNDED?



# WHAT'S IN IT FOR ACADEMIC?







DOUG —  
—FIELD  
KEYNOTE  
SPEAKER



HOW S.S CAN HELP

 INNOVATION  
 UNDERSTAND & REGULATORY LANDSCAPE  
 CULTURAL AND SOCIAL ISSUES  
 SO SOCIAL SCIENTISTS HELP SHAPE PRIORITIES + PRACTICE

YOU HAVE THE SKILLS BIZ NEEDS!

FIND THE PAIN KILLER







**BOTTOM LINE:** RES. CH HAS VALUE, MEANINGFUL CONCLUSION & PRACTICAL APPLICATION

**HOW**

DO YOU MAKE THIS WORK IN PRACTICE?

1. Define SUBJECTS
2. Agree CONTROLS
3. Decide ENVIRO.
4. Agree QUESTIONS
  - ↳ OPEN, ELICIT VIEWS, ENCOURAGE DISCUSSION
  - BUT** DON'T PUSH FOR PREFERRED ANSWER

**ON DAY**

- ICE BREAKER
- BE AWARE OF TIME
- SET SCENE
- Comfort Breaks





NICK SCHARF

# NAVIGATING I.P



I ♥ TM  
RELATIVE REFUSAL

"A CONFUSING SIMILARITY OF MARK + SIGN OR GOODS WHICH MAY TAKE UNFAIR ADV. OF ORIGINAL™"



**WHAT ARE I.P.s?**

- A SWORD
- A MONOPOLY
- A SHIELD

**TM TRADEMARKS**

- BADGES OF TRADE ORIGIN
- YEAR (RENEWABLE)
- FEW RESTRICTIONS
- WORDS/NAMES/VIZ. MARKS/COLOURS
- REPRESENTATION MUST BE ADEQUATE

**BUT RISKS OF GENERICIDE WHICH LEADS TO TRADEMARK DILUTION**

# COPY RIGHT

**PROTECT CREATIVE WORK**

**BUT ONLY**

EXPRESSION OF AN IDEA

**NOT** IDEA ITSELF

**MUST BE Original & FIXED**

DIFFERENCE BET. AUTHORSHIP AND OWNERSHIP

**WWW. INTERNET**

**DISRUPTIVE, Challenges & Opportunities**

# TIPS

- 1 → 2 KEEP A DOC TRAIL!
- 19J DATE STAMP
- i KEEP RECORDS OF CONTRIBUTION
- USE NDAs
- YOUR I.P VERSUS THIRD PARTY





UNI. OF SUSSEX  
 PHILLIPPA GROOME  
 PGR STUDENT  
 ID NO: 123456

STUDENT PERSPECTIVE ON BUSINESS ENGAGEMENT



HOW IS GENDER EQUAL?  
 Measured

& USED TO CHANGE MAJOR UK INFRASTRUCTURE PROJECTS



BUILDING NETWORKS



PERSISTENCE  
 SIMPLE EMAILS

LET GO

GET OUT THERE

CHALLENGES

TIME

ACCESS

BALANCE



TRANSDISCIPLINARY APPROACH

TIPS: DON'T WAIT TO FEEL READY! | YOU ARE AN EXPERT IN TRAINING | BE BRAVE | BE PATIENT - OPPORTUNITIES WILL COME



REPORT FROM Essex BUSINESS BOOST PROJECT

WHAT WE DID

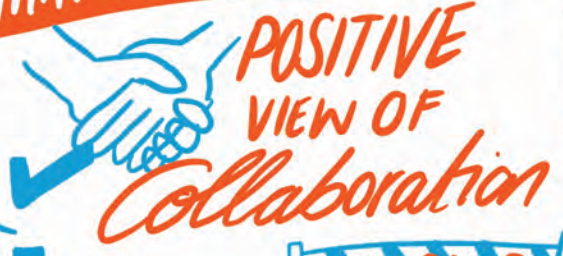


TOOLKIT

PRACTICAL ADVICE TO ENGAGE IN RES. COLLAB



WHAT WE FOUND



4 KEY TIPS FOR GOOD COLLABORATION: RELEVANCE COMMS. TRUST LANG.

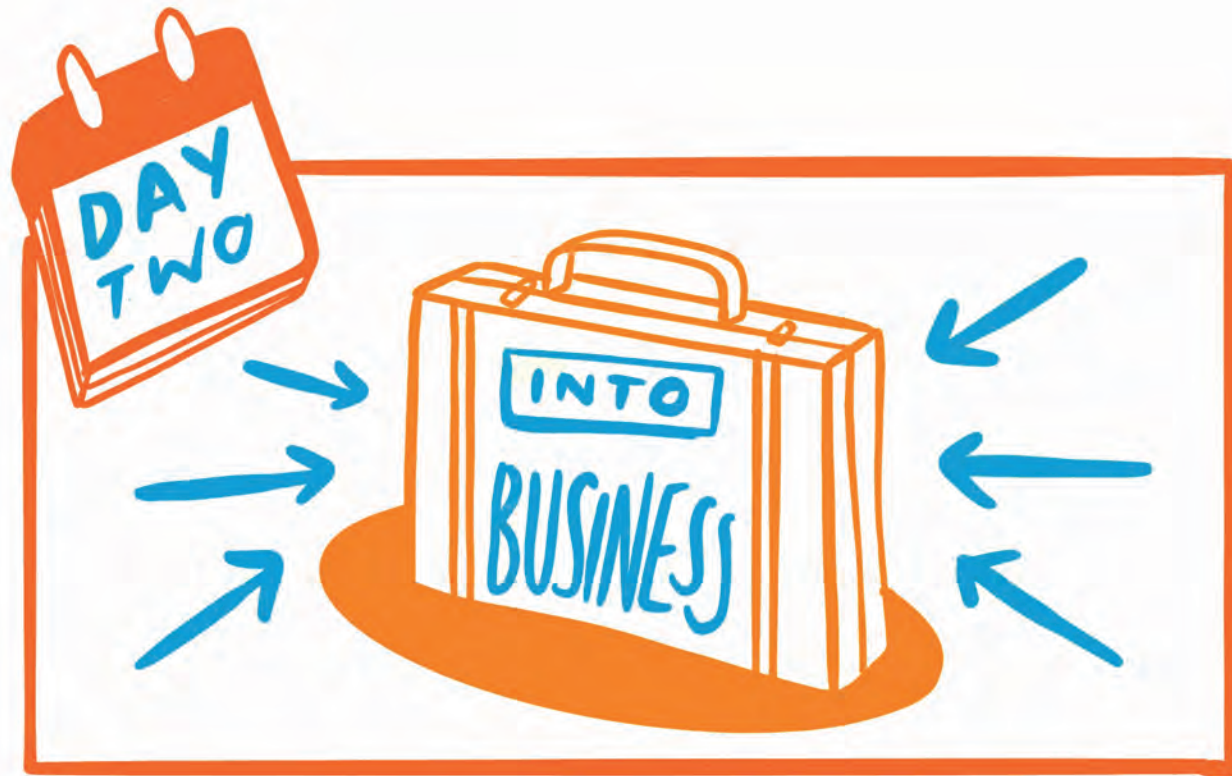
CONCLUSIONS

BROAD INDUSTRY ENGAGEMENT

APPETITE amongst SS FOR ENGAGEMENT







**PRACTICAL  
TIPS**



**CASE STUDIES**



**1-2-1s**



**#IAABBCConf**



KEY IS TO BE SMART WITH TECH

ROLE OF TECH AS BIZ CHANGES → GROWS

TECH REVOLUTION DRIVING WORK FORCE REVOLUTION

TECH + RES. CH  
BIG & HUMAN DATA ELEMENT TO SOLVE ISSUES

INTERFACE BET. UNI & TECH SECT.

TECH TO... ↑ RES Engagement GAMIFICATION Content

POSITION A BIZ SO THAT IT ALIGNS WITH THE PPL WITHIN?

I.D WORKER MOTIVATIONS TO IMPROVE Engagement

HELP BIZ Understand THESE OPP'S

WE NEED TO HARNESS OPPORTUNITIES OF TECH!

WE NEED TO TRUST TECH AS AGENT FOR CHANGE!

BUT Tech use DIVISION

USE TECH TO WRAP AROUND HUMAN INTERACTION

FOCUS ON PEOPLE USING Software IMPROVE EFFICIENCY HAPPINESS!

LIKE JOBS THAT DON'T EXIST YET!

TALENT DRIVES CHANGE

THINKING + LANGUAGE BETWEEN SECTORS THAT JOINS

PURPLE TUES

BRIAN BUSH

CHRIS BLINCOE

TIM ROBINSON

TECH PANEL

INCREASING VALUE OF SOFT SKILLS AND ROLE OF TEAMS

INCREASING IMP. OF COMPANY ATTRACTING TALENT THROUGH THEIR VALUES

E-LEARNING ALLOWING US TO RE-INVEST IN OWN LEARNING

TECH TOUCHES ALL

LINKING TECH + ACADEMIA

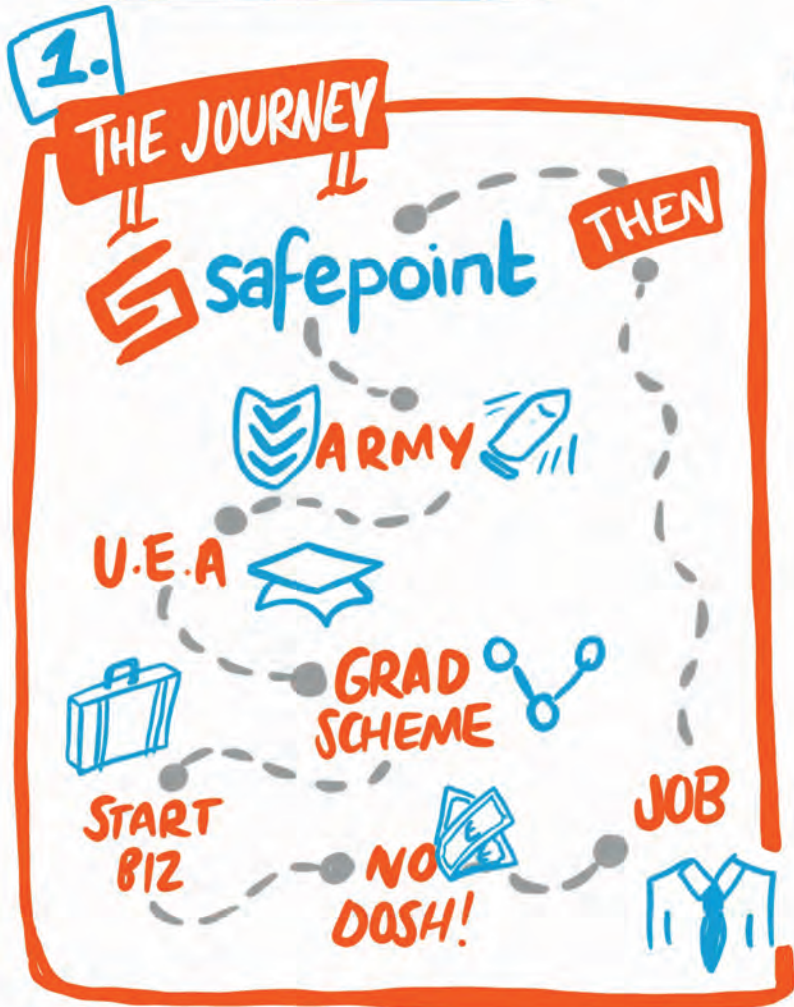
FROM TECH IS



U.E.A  
CALLUM COOMBE  
FORMER STUDENT  
ID NO:123456



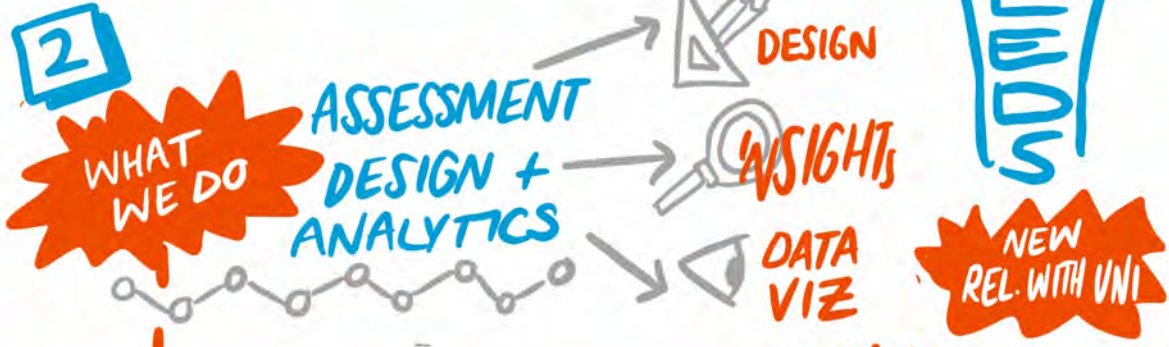
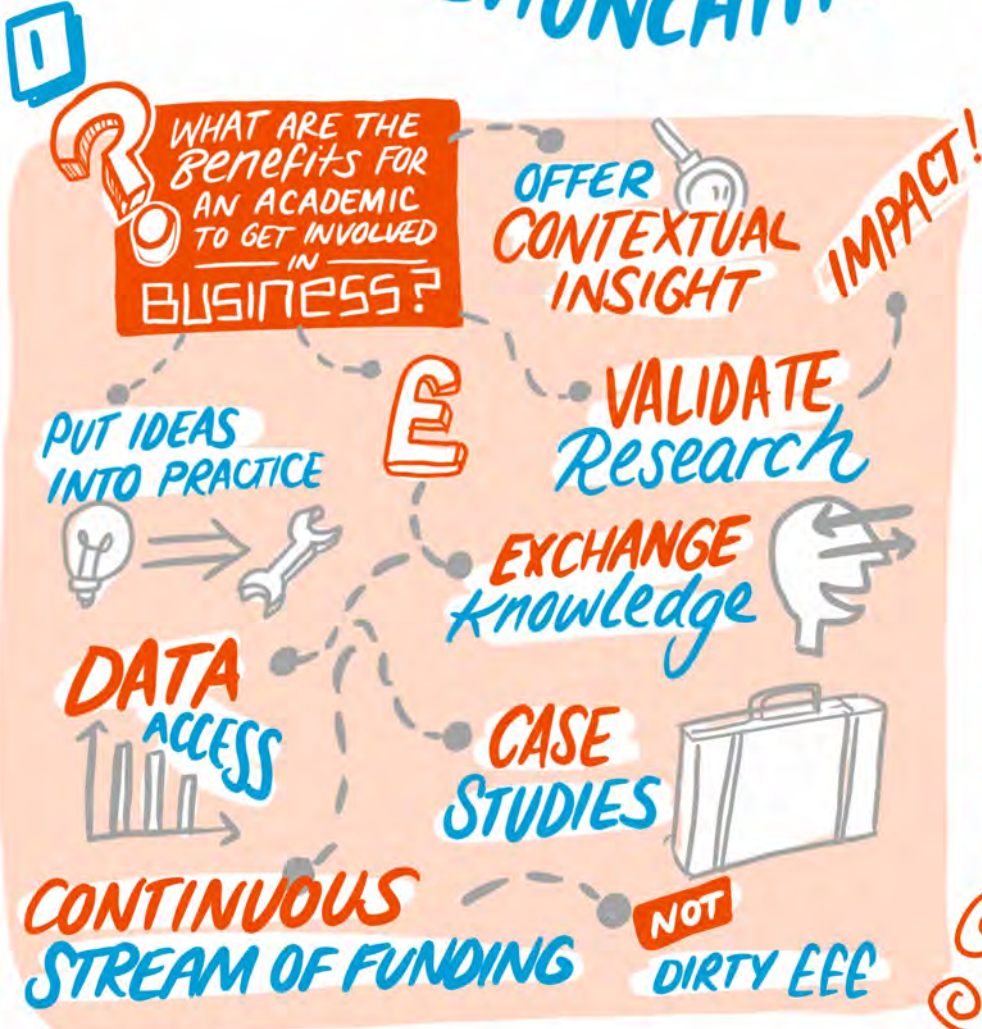
TOP TIP  
Always ASK FOR HELP!







AN INTERDISCIPLINARY EDUCATION SPIN-OUT



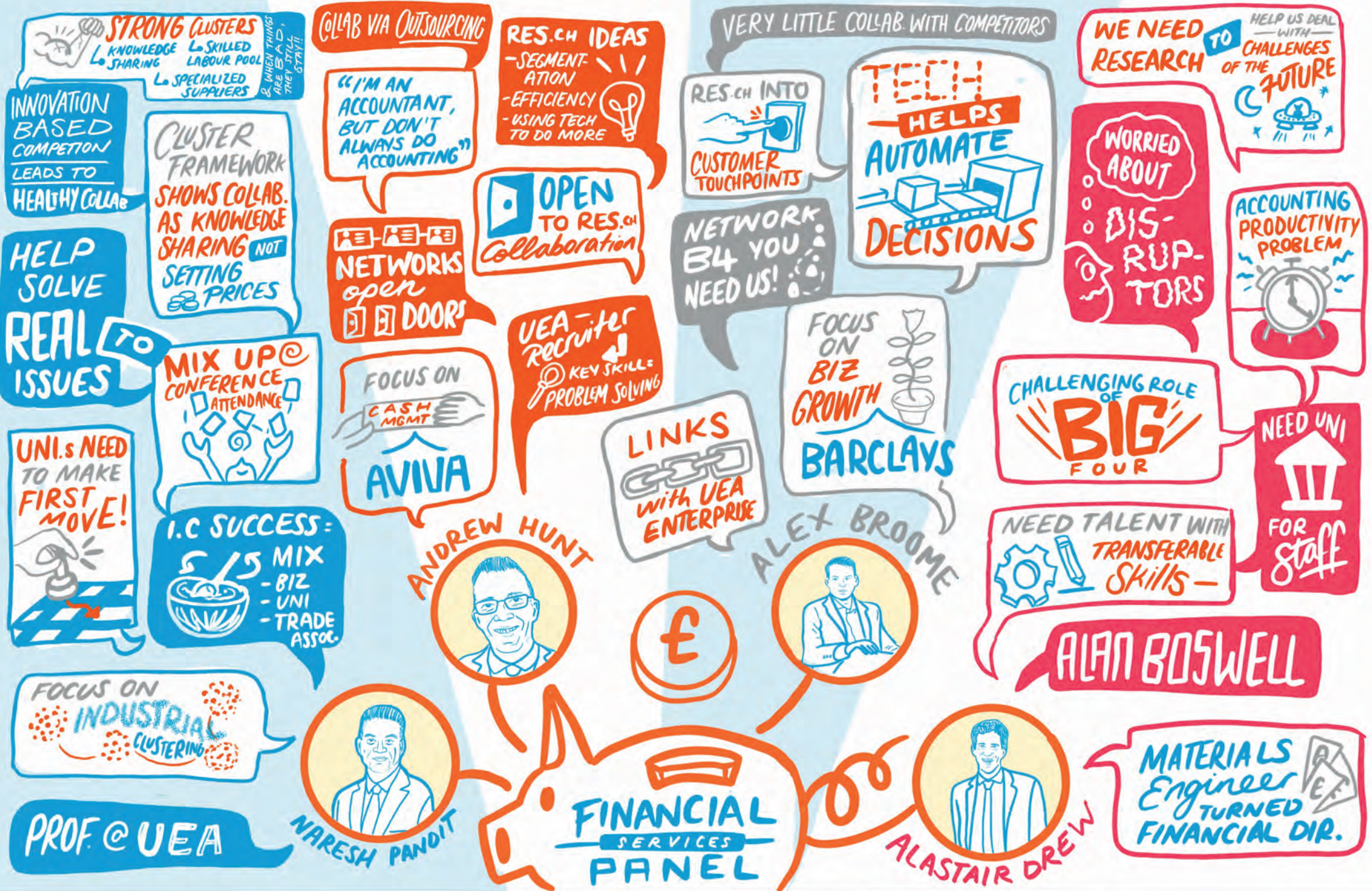




# 3 CAREER STAGES









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