

# Involving, Energising and Inspiring the Researcher Community

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P2T Consulting Ltd

11:40 – 12:15

# It's all about IMPACT

- <https://www.timeshighereducation.com/features/bruising-effect-impact-agenda>



- “... in today’s “publish or perish” culture, academics are expected to write more, get more grants, engage more – and are judged against these outputs. This has made the ... community very uneasy, ...”

Like it or hate it..  
“Impact” is here to stay

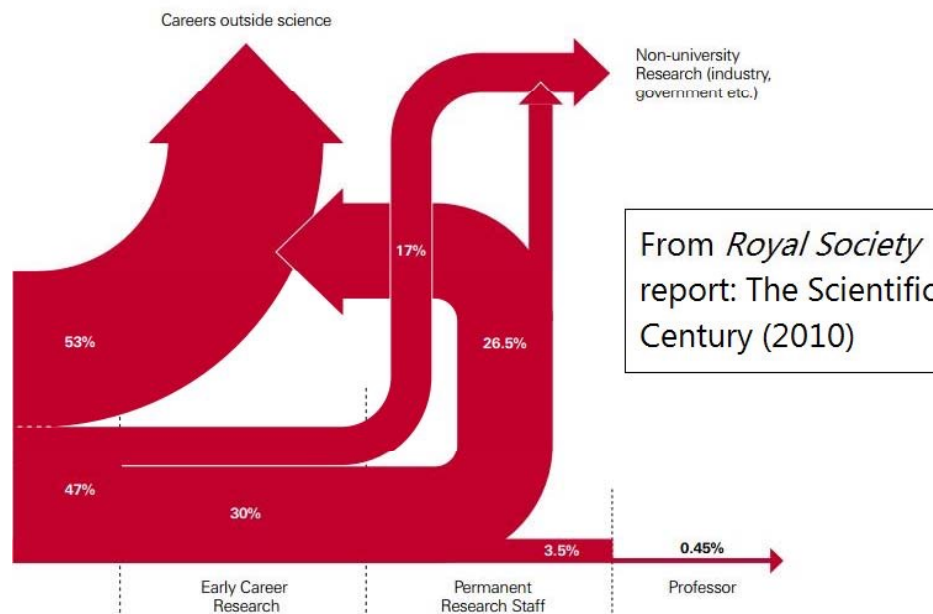
- Developing Enterprise and Entrepreneurial Competencies can help all academics **identify the impact** their work has and allow them to **survive and grow** in the years ahead.

## You have to engage the PhDs.

- How have the PhDs got to where they are?
- What skills and competencies do they already have?
- Do these prepare them for their careers?
  
- What careers do they expect?

# Some “research”

## Career paths for PhD graduates in the UK



# My failures to date..

- Work at Hallam..
- Work in the NW.. Liverpool et al
- Work in Plymouth...
  
- Researcher Development programmes..

## Successes I have had

- SETsquared - <http://www.setsquared.co.uk/>
- ICURe - <https://innovateuk.blog.gov.uk/2018/04/11/innovation-to-commercialisation-of-university-research-icure/>
- Action for Impact - <https://microsites.ncl.ac.uk/nubsstaffblog/2018/06/01/action-for-impact-training-opportunity/>

# SETsquared

- The SETsquared Partnership is the enterprise collaboration between the universities of Bath, Bristol, Exeter, Southampton and Surrey.
- These universities receive approximately 10% of the total academic research funding in England.
- SETsquared is Number 1 university business incubator in Europe for the third year running\*.
- Number 1 in the world in 2015/16.



\* <http://ubi-global.com/research/ranking/ranking-2015/>



# Researcher to Innovator

- For PhDs
- ..will enable the brightest and best academic researchers from across the SETsquared Partnership universities and any academic discipline to transform themselves into successful innovators. Participants will leave the programme capable of realising and potentially commercialising their ideas and expertise in the wider world and engage with industry.

## By researching the landscape...

- i-Corp
- iMinds
- i-Solve
- Enterprisers
- Etc etc...

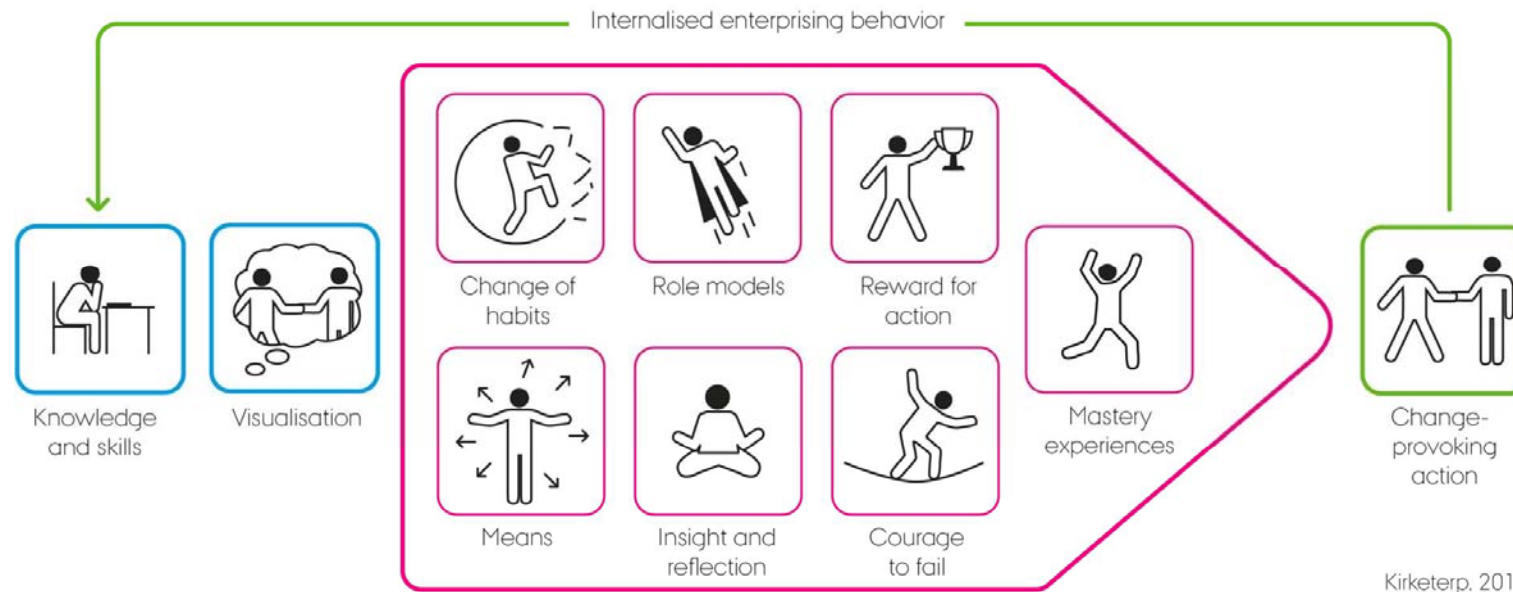
## What did I learn?

- Acknowledge that these people have avoided doing things that they think will take them away from their life goal, to focus on their passion - discipline.
- They are brilliant at avoiding things they find risky.
- They need to be helped to step away from the safe...
- Bandura – Self Efficacy.

# Anna Kirketerp's model

aim to develop the PINK zone

## The Push Method



## So who is stopping their development?

- PhDs when you can get to them – can see the benefits.
- How do you get to the PhDs?
- Through their PIs.
- PIs – don't typically have these skills – and it hasn't stopped them...

# Recently from the IoP

Five years after the creation of a multi-institution graduate school for physics PhD students, **Peter McDonald** and **James West** outline the lessons learned



**Peter McDonald** is at the University of Surrey and was director of GRADnet from 2013 to July 2018, e-mail [p.mcdonald@surrey.ac.uk](mailto:p.mcdonald@surrey.ac.uk). **James West** is the former executive director of SEPnet (2010–2018)

## Academic opposition

Yet the near universal support of employers is not always matched by PhD supervisors. It is unfortunate that some academics still regard broad researcher training as a distraction and an inconvenience. The worst even discourage students from attending.

You have to convince the PI that they will benefit.

- R2I and subsequent programmes like ICURE all have to sell the benefits of their PhD or Post Doc's training – to the PIs – not the PhD/Post Docs.
- Evidence from R2I and ICURE shows;
  - Highly skilled researchers who can communicate with industry become advocates for their research.
  - Open up new opportunities for their research.
  - Create new networks for collaboration/commercialisation

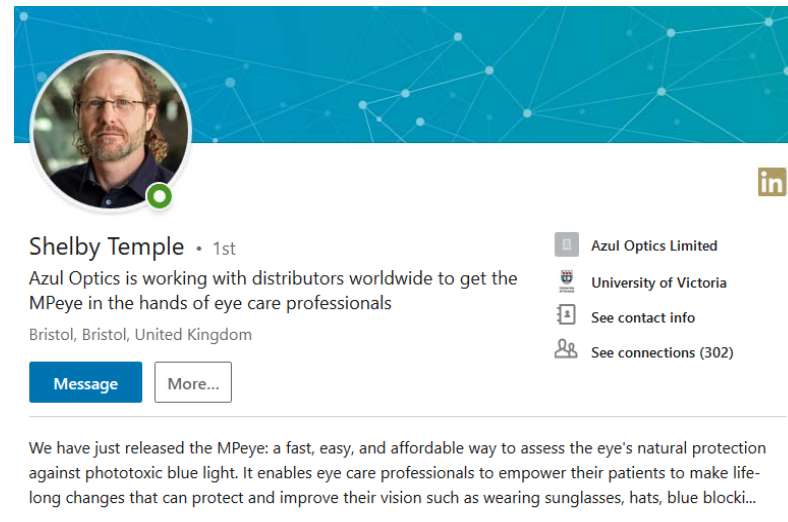
## More skilled Academics ...

- Better Research applications – with evidence of commercial need.
- Better publications – with industrial collaboration
- Better security – with broader funding for team
- Better impact case studies – with evidence of application of the research



# For example

- Shelby Temple – R2I and ICURe
- Azul Optics
- [https://azuloptics.com/bbsrc\\_ioy2017/](https://azuloptics.com/bbsrc_ioy2017/)



Shelby Temple • 1st

Azul Optics is working with distributors worldwide to get the MPeye in the hands of eye care professionals

Bristol, Bristol, United Kingdom


Message More...

Azul Optics Limited  
University of Victoria  
See contact info  
See connections (302)

We have just released the MPeye: a fast, easy, and affordable way to assess the eye's natural protection against phototoxic blue light. It enables eye care professionals to empower their patients to make life-long changes that can protect and improve their vision such as wearing sunglasses, hats, blue blocki...

or

- Shakardokht Jafari – R2I and ICURe
- Trueinvivo Ltd
- <https://www.linkedin.com/in/shakardokht-jafari-44554442/>

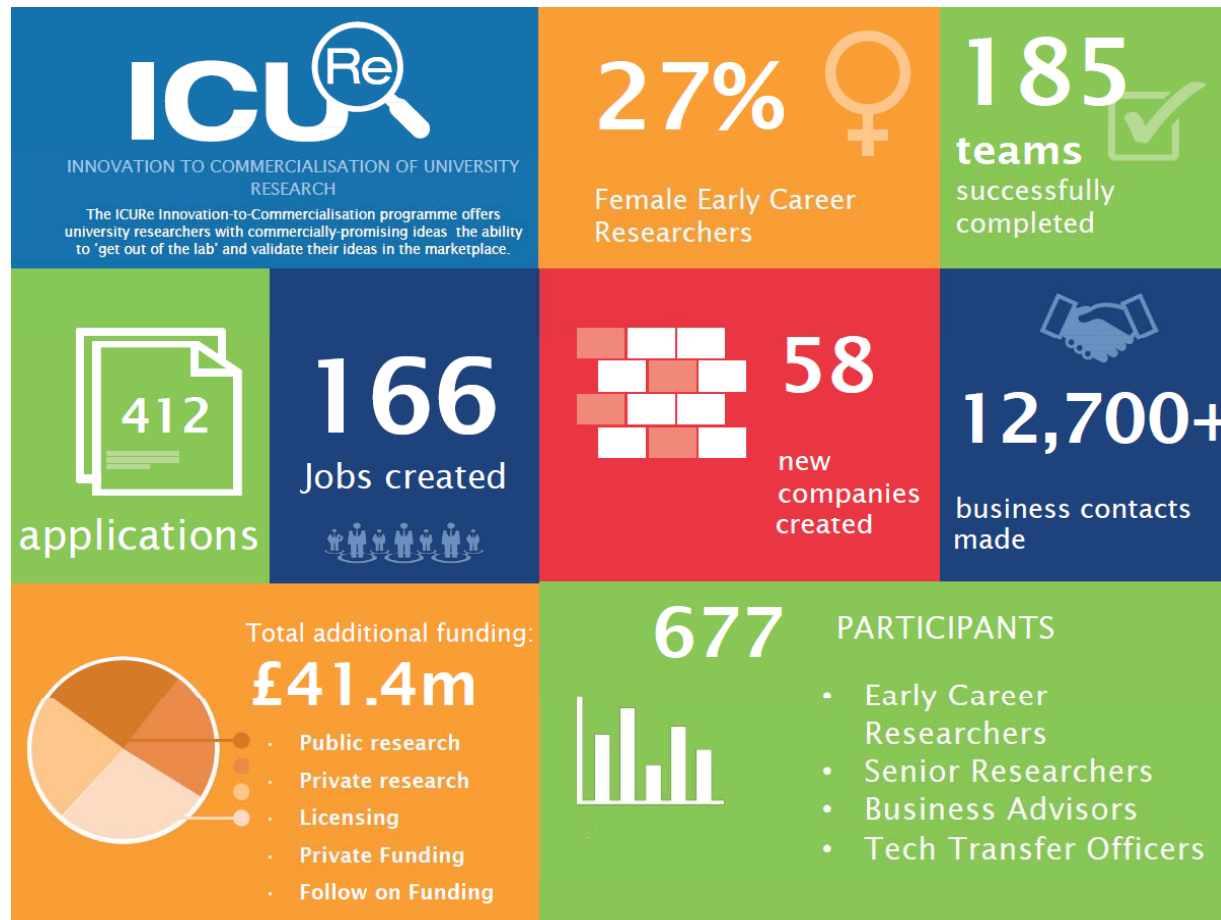


Shakardokht Jafari • 1st  
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University of Surrey  
University of Surrey  
See contact info  
See connections (498)

Message More...

As a medical physicist I am passionate about using science and research outcomes to make a difference to people's lives. That is why I started TrueInvivo; to rescue my PhD findings from the library shelf and bring them to life. I discovered that low cost commercial glass beads can be used as excellent radiation...



# Lessons learnt

- Developing the Entrepreneurial competencies of the academics benefits everybody;
  1. The PhDs – they can take control of their careers.
  2. The PIs – they get better researchers, better research, better networks, better publications, better funding, better careers.
  3. The Institution – they can demonstrate genuine Impact.

## To sum up...

- Think Sarasvathy – Effectuation
- Think Bandura – Self Efficacy
- Think Kirketerp – Push Model
- Think PIs – convince them that they will benefit.
  
- Think EntreComp.....

# Thanks

# Any Questions

Simon Brown