



SKILLFLUENCE
Professional Development in Science

Collaborate with Industry

Zach Sorrells



Collaborating with Industry: 10 tips for building meaningful connections with industry.



Why Collaborate with Industry?

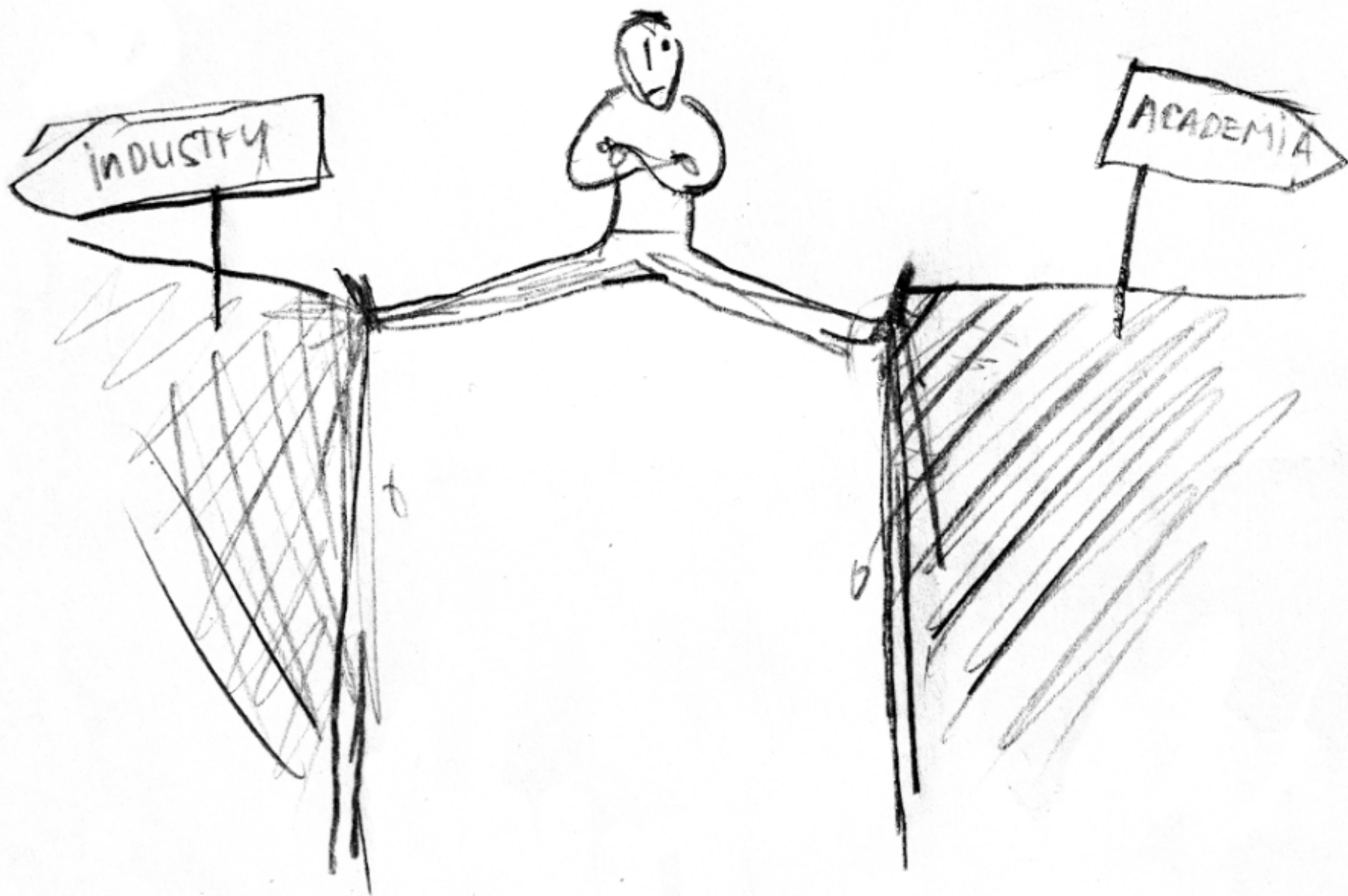
Benefits of Collaboration

For University

- ▲ Access to industry resources, knowledge and contacts
- ▲ Provides an avenue for impact
- ▲ Chance to work on interesting real-world challenges
- ▲ Provides greater opportunity to access research funding

For Industry

- ▲ Access to world class researchers
- ▲ Access to state of the art knowledge of the field
- ▲ Competitive advantage
- ▲ Access to innovative findings
- ▲ Access to impressive facilities and equipment





Tip 1: Understand the differences between academia and industry



Why aren't there more collaborations?

Barriers

- ▲ Culture management & goal alignment
- ▲ Institutional incentives
- ▲ Proprietary rights
- ▲ Lack of faculty entrepreneurial mindset & skills
- ▲ Lack of sense of urgency
- ▲ Problem solvers v. problem seekers
- ▲ Different ways of “keeping score”



What do you think are the biggest differences between Academia and Industry?



Industry vs. academia





Industry vs. Academia Cliches

- ▲ Industry has lots of money
- ▲ Industry only cares about making money
- ▲ Academia has the smartest people
- ▲ Academia is slow, industry is fast
- ▲ Academia has the coolest kit
- ▲ Industry pays people better



What's the difference between “Research” and “Innovation”?

Research vs. Innovation

Full Ingredient List:

Water, Textured Wheat Protein, Coconut Oil, Potato Protein, Natural Flavors, 2% or less of: Leghemoglobin (heme protein), Yeast Extract, Salt, Soy Protein Isolate, Konjac Gum, Xanthan Gum, Thiamin (Vitamin B1), Zinc, Niacin, Vitamin B6, Riboflavin (Vitamin B2), Vitamin B12.

- a quarter of the water
- 1/20th of the land
- 1/8th of the greenhouse gas emissions

IMPOSSIBLE™





Tip 2: Understand how your expertise can make a difference.



Evidence Planning:

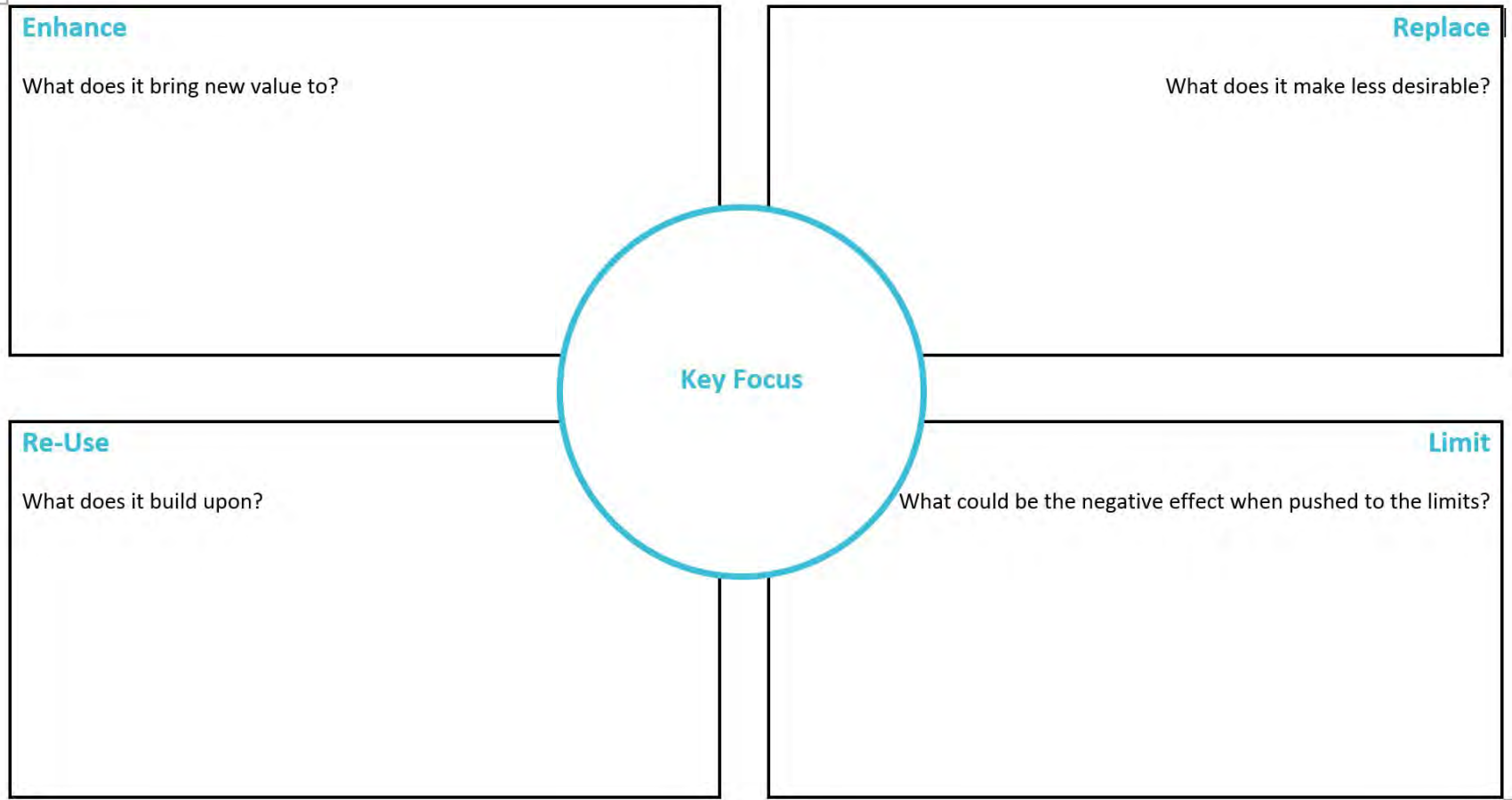
The evidence planning tool is a quick way to help articulate and improve what you're trying to accomplish

It helps you construct an evidence-based case for the impact you want to have. It provides a structured way to project the effects of your activities onto the future.

It will help you gain greater clarity on who can benefit from your research, create language you can use in conversations and presentations and open your mind to non-obvious opportunities.



Evidence Planning:





Evidence Planning (how to use):

Fill out the key focus for your work in the middle of the worksheet. Then use the questions in the quadrants to reflect on what your key focus enhances, replaces or limits. Think of changes that your work would make in the sector, on public and private bodies, as well as society as a whole.

Look at the key aspects from diverse points of view, thinking about:

- The wider world.
- Your particular field or area of interest.
- Your beneficiaries
- Yourself



Evidence Planning:



Enhance
What does it bring new value to?

Key F



Evidence Planning:

Replace

What does it make less desirable?

ocus



Evidence Planning:

Re-Use

What does it build upon?



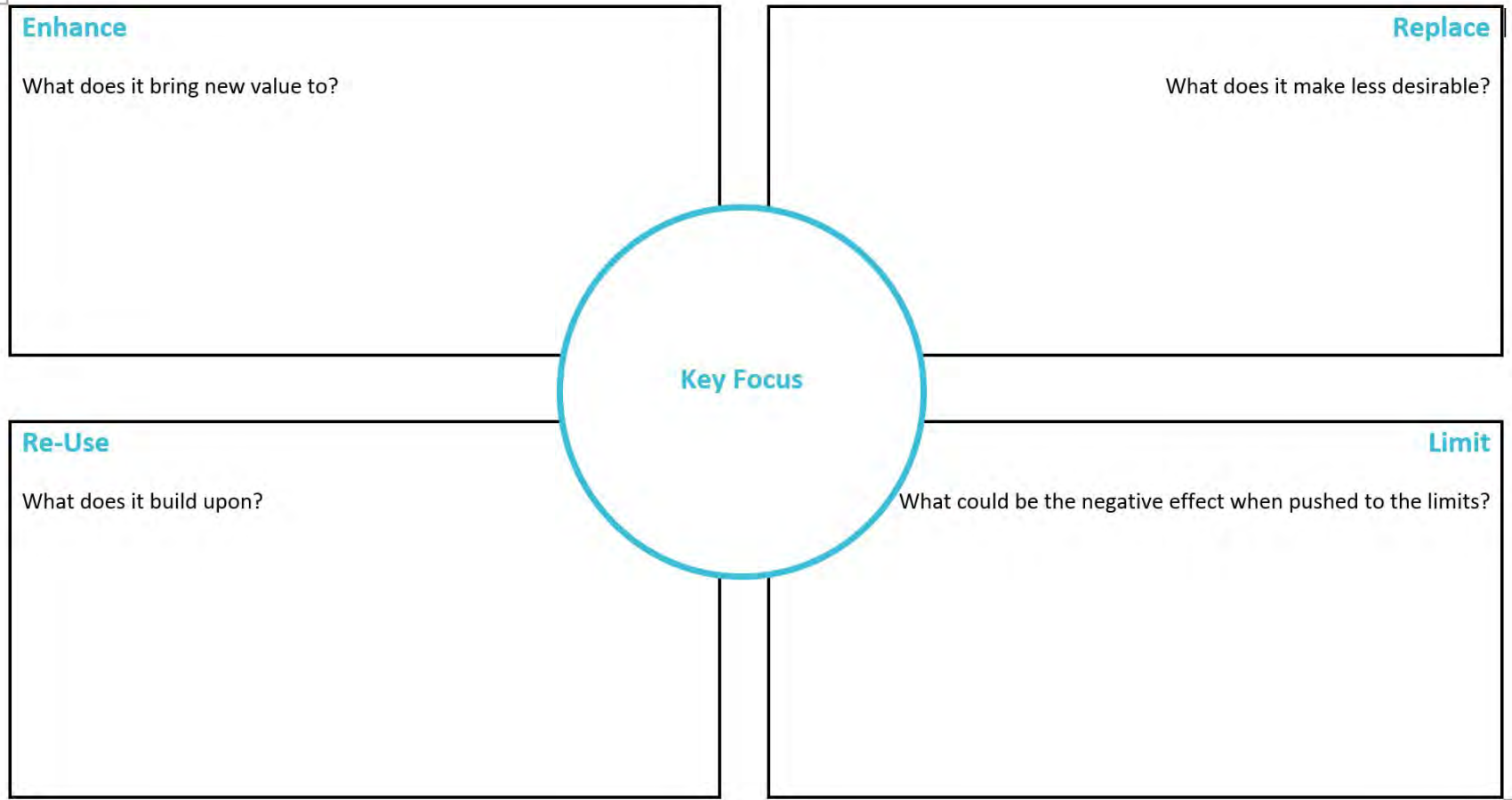
Evidence Planning:

Limit

What could be the negative effect when pushed to the limits?



Evidence Planning:





Tip 3: Be clear on what you want



Tip 4:

Know the pain points for public/private/third sector



What is 'pain'?



Finding Pain (Questions):

- ▶ Tell me about your situation (in relation to...)
- ▶ What is your biggest challenge (as related to...)?
- ▶ What happens if you don't resolve/relieve "the pain"?
- ▶ What has prevented you from dealing with this in the past? Why is it still an issue?
- ▶ What have you tried in the past to solve...?
- ▶ What is the impact of this on...?
- ▶ Why is this important to you personally?

Create Pain Hypothesis



Test Your Pain Hypothesis



The Goal:

1. Identify the pain.
2. Determine if/how you can help relieve the pain.
3. Help relieve the pain (if you can).



Tip 5: Be able to explain your research at multiple levels



Level 1:

Explain your research to an expert.



Level 2:

**Explain your research to a laymen
(someone you meet at the pub)**

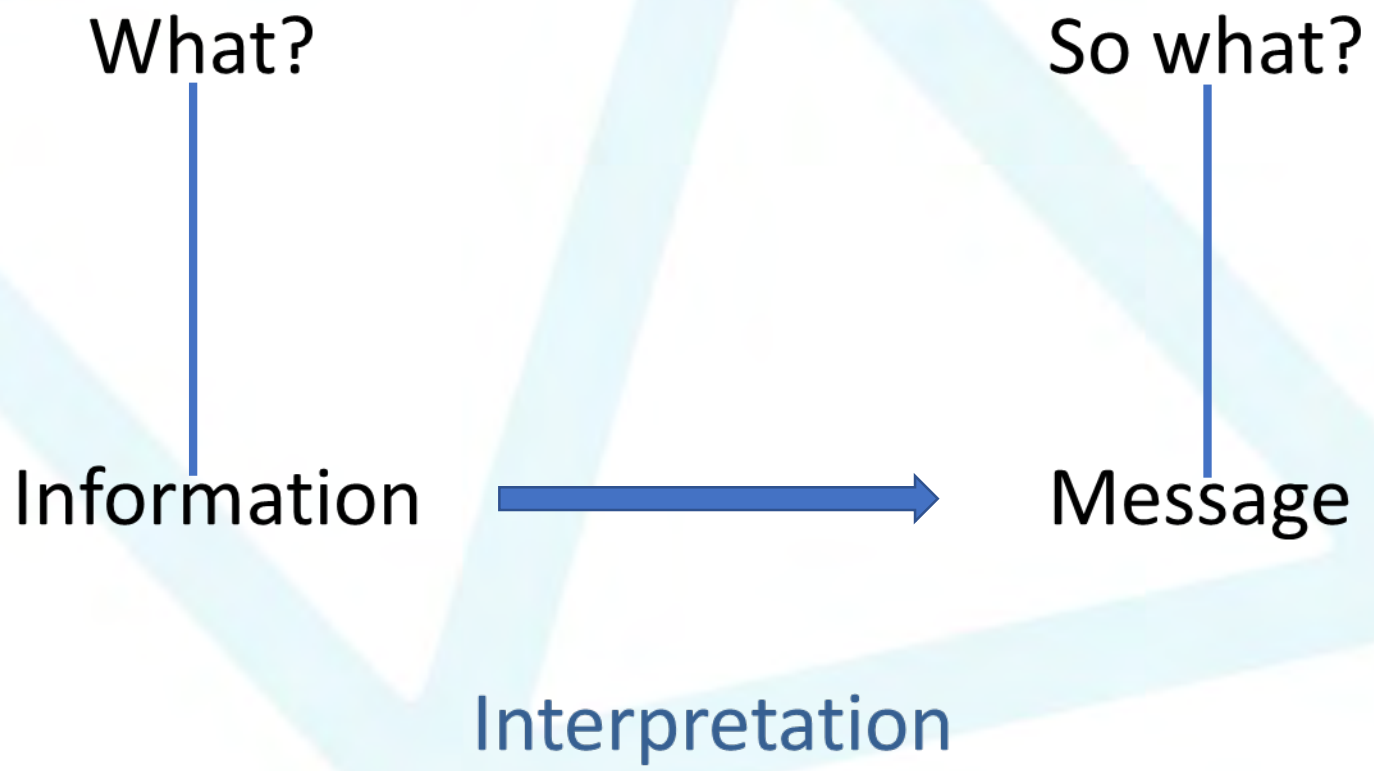


Level 3:

Explain your research to a school student (14 yrs old)



Remember the Goal!!





Tip 6: Help stakeholders understand what academia can offer



Pitching WIT



Tip 7: Be Open to Opportunities & Identify Future Opportunities



Trend Analysis



Trend Analysis:

- ▲ Technology Trends
- ▲ Changes in customer needs and expectations
- ▲ Communication trends
- ▲ Changes to market demographics
- ▲ Changes in the economy



Industry/Sector/Market Name:

Trend Type (List 3 trends for each category)	Potential Impacts (Capture how the trends may impact the industry)
Technology Trends:	
Changes in customer needs & expectations:	
Communication Trends:	
Changes to market demographics:	
Changes in the economy:	



Tip 8: Find ways to meet people and build a wide network



*Skill is fine, and genius is splendid,
but the right contacts are more
valuable than either.*

Sir Arthur Conan Doyle





Develop mutually beneficial relationships



How do you know what relationships will prove to be beneficial?

Business are made up of individuals

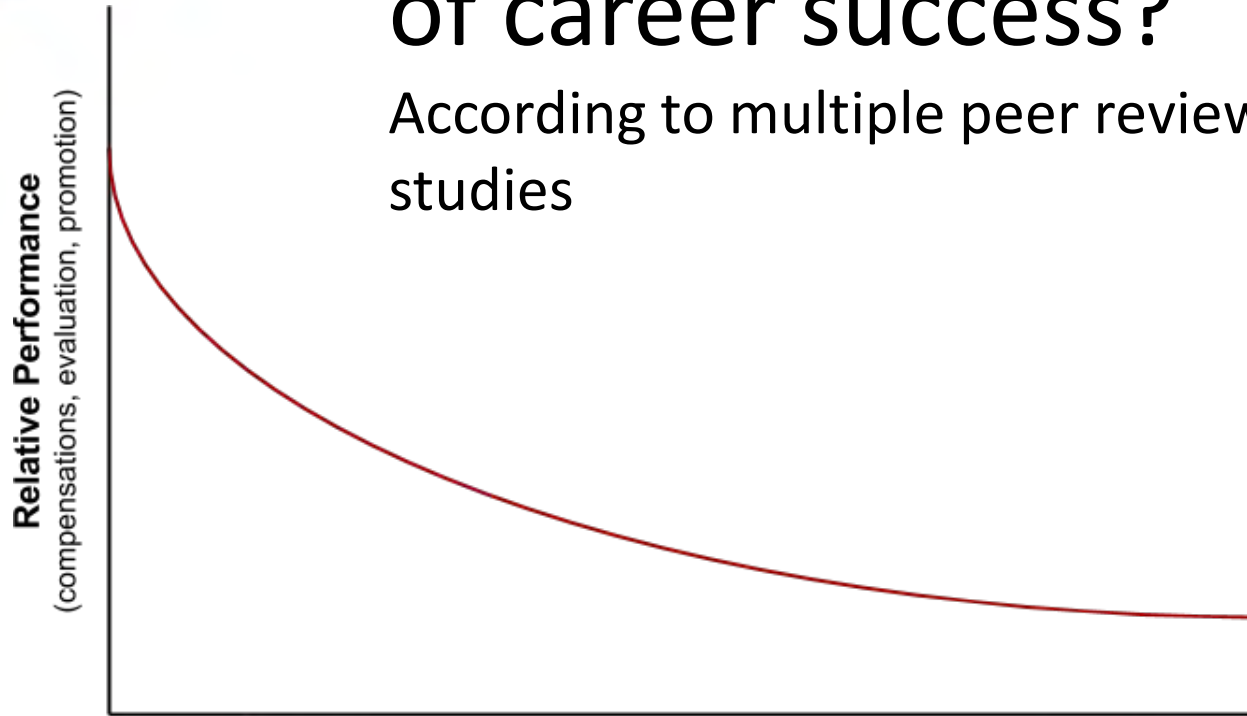
Future prospects – your peers!



What's a good predictor of career success?



According to multiple peer reviewed studies



Network Constraint



large, open network where you are the link between people from different clusters.

small, closed network where you are connected to people who already know each other.

Ron Burt, Hobart W. Williams Professor of Sociology and Strategy at University of Chicago Booth School of Business

Who do you know?



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Tip 9:

Seek Relationships, not Just
Funding



Connect & Communicate Action Plan



Who? (3)	Where? (3)	What? (3)



Tip 10: Leverage Existing Resources:



WIT Resources:

Technology Transfer Office & Commercialisation Team are our key support mechanisms here in WIT for Industry engagement. https://www.wit.ie/research/for_industry/the_commercialisation_team

- o Dedicated Industry Services Manager - Kathryn Kiely kkiely@wit.ie
- o Dedicated TTO Officer - James O'Sullivan JOSULLIVAN@wit.ie

IP assistance and Policy- https://www.wit.ie/research/for_industry/faqs-intellectual-property (see attached policy)



WIT Resources:

WIT have licences for **two platforms** that support industry engagement – which are available via the TTO and RSU

(https://www.wit.ie/research/our_research/meet_the_team) offices here in WIT – they are:

- 1: **Research Professional** (Research Database for identifying funding)
 - https://www.wit.ie/research/our_research/research-professional

- 2: **Patsnap** – <https://www.patsnap.com/why-patsnap/about-us/>

ArcLabs Innovation Centre



Bonus Tip: Take Action



What did you learn?



Thank You!



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Resources