



SKILLFLUENCE

Working with Industry

Course Outline

This one day course is aimed at giving researchers a working knowledge of the critical business issues that impacts commercial organisations. This commercial awareness can then be used to identify opportunities for mutually beneficial interactions. Understanding how to engage with industry can provide the edge in today's competitive environment whether you are an academic looking to collaborate for funding, a job seeker looking for opportunities or an entrepreneur building your own business.

Participants will gain an understanding of what's important to industry and learn to articulate their research in a business-centred manner to show how they can add value. We'll look at the challenge of how to translate the skills, interests and experience of participants into a package that readily conveys their appeal to a business.

What the course will cover/learning outcomes

- Understanding the context organisations work in the chemical industries
- Understanding how organisations work
- Networking with industry
- Communicating your research in an industry friendly way
- Cultural difference between business and academic environment
- Collaborating with industry
- Identify and creating opportunities
- How to keep up to date

Course Delivery

The workshop delivery is constructive, insightful and practical, aimed at guiding participants to recognise the knowledge and experience they can use to engage with industry. During this highly interactive session participants will learn about industrial perspectives and will practice new ways of communicating, networking and leveraging their connections with industry. Participants will learn how to prioritise and make successful decisions based on a strong commercial business case. Case studies will be used to help participants understand current business challenges and critical issues and improve their ability to spot business opportunities. Participants will be able to apply their learning to collaborate, network and communicate to influence and achieve results.

Testimonials

It's given me "ideas of the bigger picture for companies, PESTLE analysis for IB and their effects was very useful and I liked all the practical group work"

"The course gave a really good overview of how industry functions from the context of our academic viewpoint"

"Got me thinking about how I can pitch/promote what I do to industry and not to be afraid to network"