"I KNOW WHAT YOU DID LAST SUMMER"

DEVELOPING ENTERPRISE SKILLS IN PHD STUDENTS

Presented by

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WHY AM I INTERESTED IN ENTERPRISE SKILLS?

"If a window of opportunity appears, don't pull down the shade."

Thomas J. Peters –

American writer on business management practices, best known for In Search of Excellence(1982).

W.EDWARD DEMING

W.Edward Deming - one of the inspirations for the rise of Japan after the war to become the second-largest economy in the world through processes partially influenced by the ideas Deming taught.

66 YOU CAN'T MANAGE

WHAT YOU DON'T MEASURE.

- W. Edward Deming

TOTAL QUALITY MANAGEMENT

"His lecturing to the Japanese on statistical methods and company-wide quality: a combination of techniques now known as Total Quality Management (TQM) had begun."

https://www.bl.uk/people/w-edwards-deming

TQM – "a system of management based on the principle that every member of staff must be committed to maintaining high standards of work in every aspect of a company's operations."

https://en.oxforddictionaries.com/definition/total_quality_management

QUALITY CIRCLES AND TEAMWORK

National Society for Quality through Teamwork

People Involvement in Product, Process, Service Improvement

Problem identification
Ideas generation
Problem solving
Data gathering
Analysis

Decision making
Teamwork
Presenting solutions
Implementing change
Evaluation

TOTAL QUALITY MANAGEMENT

Continuous improvement projects

Business process re-engineering

Benchmarking – company visits

ENTERPRISE SKILLS FOR EVERYONE!

MY PAST RESEARCH

ARE THERE OPPORTUNITIES?

- **Do you see a commercial application for your current research?**

- **49.3% of researchers said yes**

ONLINE SURVEY

"**Successful people usually possess what we call 'enterprise skills', however researchers often think this is about setting up a business, but in fact these are life skills that can help you in whatever career you decide to follow.**"

Sent to all research staff and students - 145 responded

WHICH 'ENTERPRISE SKILLS' DO YOU THINK ARE IMPORTANT FOR RESEARCH STAFF AND STUDENTS

- (scored over 75%)
- Collaboration skills
- Creative and innovative thinking
- Networking skills
- Problem solving
- Project management skills
- Time management

(Low scoring)
- Adaptability
- Commercial awareness
- Confidence
- Negotiation skills
- Persuasiveness
- Risk awareness

How would you prefer to learn 'enterprise skills'

Competitions	17.9%
Guest speakers sharing their success stories	50.7%
Interactive workshops	73.1%
Online courses	44%
Taught sessions on individual skills	61.2%
Visiting newly formed business set up by young people	36.6%

What currently prevents you from taking part in Enterprise Skills sessions?

Lack of time

Do not think they are relevant

Don't know about them

Lack of support from supervisor /peers

Is it important for researchers to know how to commercialise their research?

Yes	65.7%
No	34.3%

Do you see a commercial application for your current research?

Yes	49.3%
No	50.7%

Does the University encourage the development of enterprise skills?

Yes	36.6%
No	5.2%
Not sure	58.2%

Does the university encourage the commercialisation of your research?

Yes	19	14.2%
No	37	27.6%
Not sure	78	58.2%

ENTERPRISE SUMMER SCHOOL

3 DAY ENTERPRISE SKILLS SUMMER SCHOOL

AIM - to develop enterprise skills in PhD students to be useful for any future career -start up, academia (grant writing) and working in industry
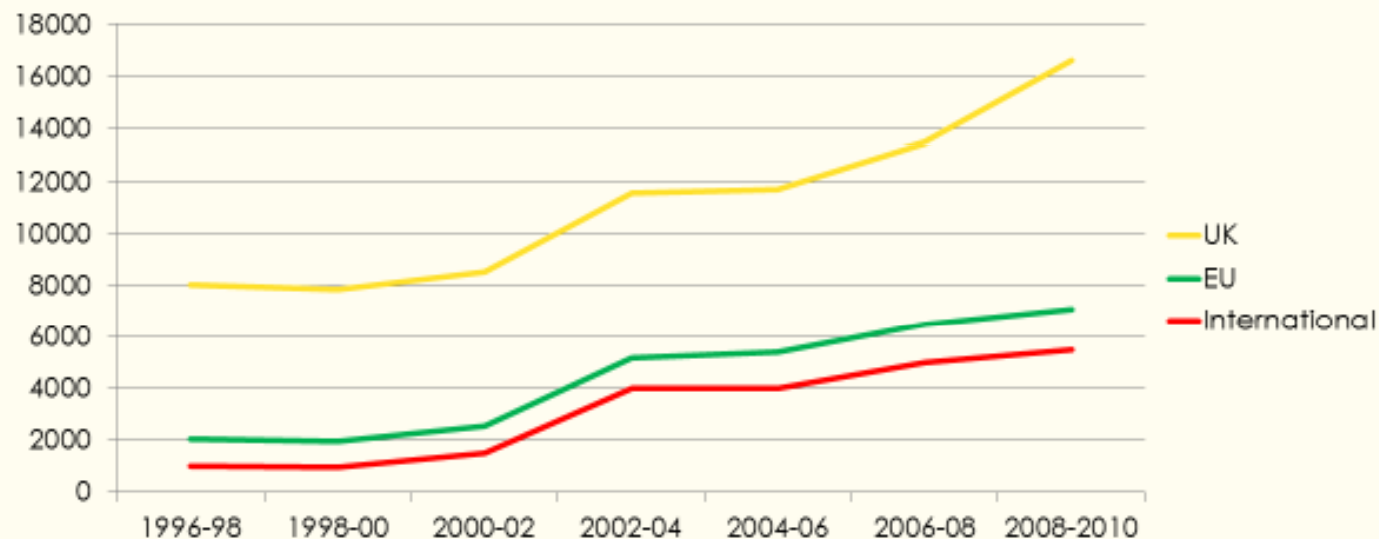
Dr Danielle White & Dr Anna Seabourne
Careers In Limbo: Using Social Theories of Learning to Support Doctoral Graduates in Transition
REDS conference 2018

EURAXIND - careers beyond academia: an horizon 2020 project examining researcher intersectoral mobility
May 2016 – May 2018   Emma Day – Project Manager, Vitae
REDS CONFERENCE 2018

Researchers' career thinking and development

❑ 78% want an academic career in the long term

❑ 57% would consider working outside academia – of these:
 ❑ 70% would still want to do research
 ❑ 37% in research/grant management
 ❑ 35% in research/science policy

❑ 65% think it would be hard to get a non-research job in business

❑ < 30% think businesses value what researchers offer working in non-research roles

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PLANNING

From scratch! In May!
Venue, transport, recruitment, programme, speakers...........

CHALLENGE 1 – FINDING A VENUE

Not too far and not too near!

CHALLENGE 2 – HOW TO ADVERTISE

– Advertising it without mentioning enterprise -students complained afterwards in the feedback

It's much more business-oriented than advertised!

I would let them know that it is very enterprise specific, as this was not very clear from the initial email.

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I would make them aware of the focus on enterprise skills, as I feel it was not explained beforehand.

https://eudemonics.lol/taxol-can-be-a-sneaky-bunk-mate/sneaky-tom-cat

CHALLENGE 3 - TRAINERS/SPEAKERS AVAILABILITY

ISSUE 4 - TRANSPORT

ISSUE 3 – LEARNING FROM THE SESSIONS

- **Stress learning outcomes applicability**
- **Evening facilities**
- **Partners welfare**
- **Vulnerable if trainers incapacitated**
- **Presentations feedback**
- **Reflection on skills gained - CV/interviews**

WOULD I DO IT AGAIN?

CURRENT RESEARCH

HOW TO ENGAGE PHD STUDENTS IN ENTERPRISE SKILLS?

- Which activities / events / promotional material work?

- Which language/communication channels to use?

- How do you embed the desired culture?

OUTCOMES

- **PILOT IDEAS -> JULY 2018**
- **SHARE MY FINDINGS – AUG 2018**

QUESTIONS

https://www.power99fm.com/2018/11/21/7971/