

# *contact*

the knowledge exchange

matching your business needs  
with university expertise

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*Knowledge Exchange Brokerage*

**ECLO Conference 23.5.06**

# Regional Brokerage

## The Opportunity

- Universities = the ultimate consultancy?
- 6000 academic in West Midlands 10%=600!!
- Massive science and skills expertise and resources
- Multi-disciplinary dynamic teams
- Wide range of products and services = Bespoke solutions

# ContactKE

## The West Midlands CKE

### Background

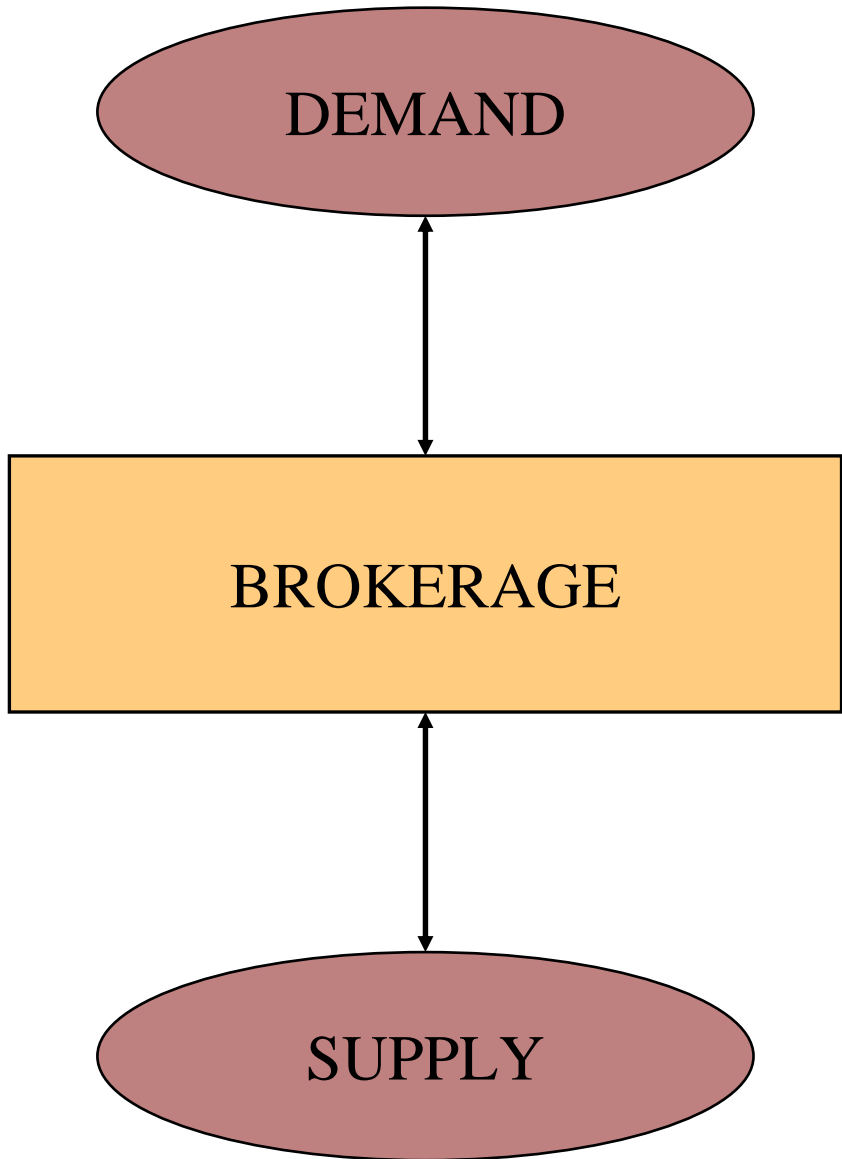
- HEFCE funded, started in 2000, 12 partners
- Central office + field based Knowledge Brokers

### Role

- Promotion of HEI services
- Development & Brokerage of KT opportunities

### Activities

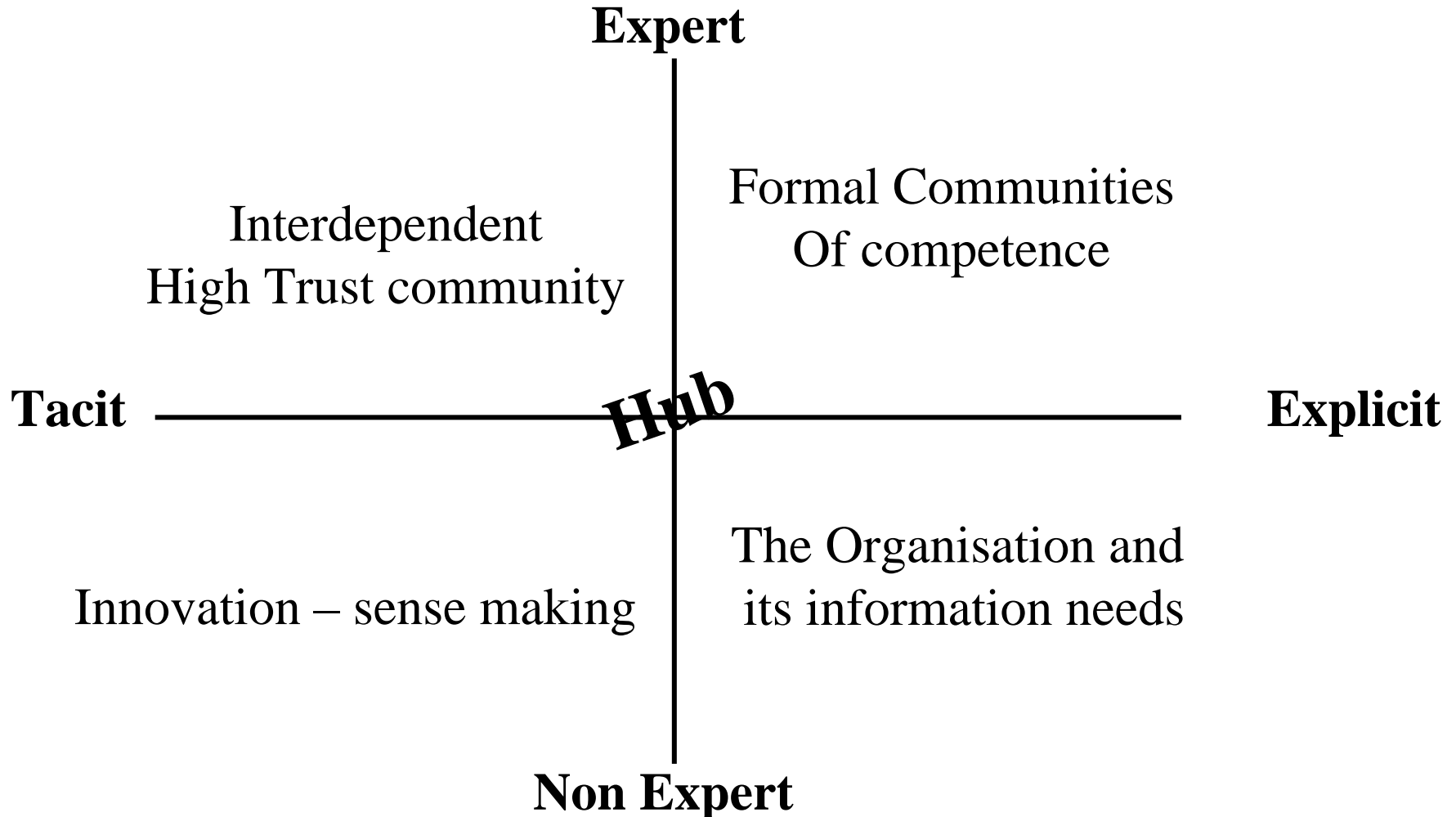
- Networking, forums, marketing, events
- Opportunities development – direct, regional brokerage
- Reporting



**Contact KE Brokerage Model**

# Liberating Knowledge

David Snowden IBM



# Liberating Knowledge *Communities*

**Expert**

Intermediaries

University  
specialist

**Tacit**

**Contact KE**

**Explicit**

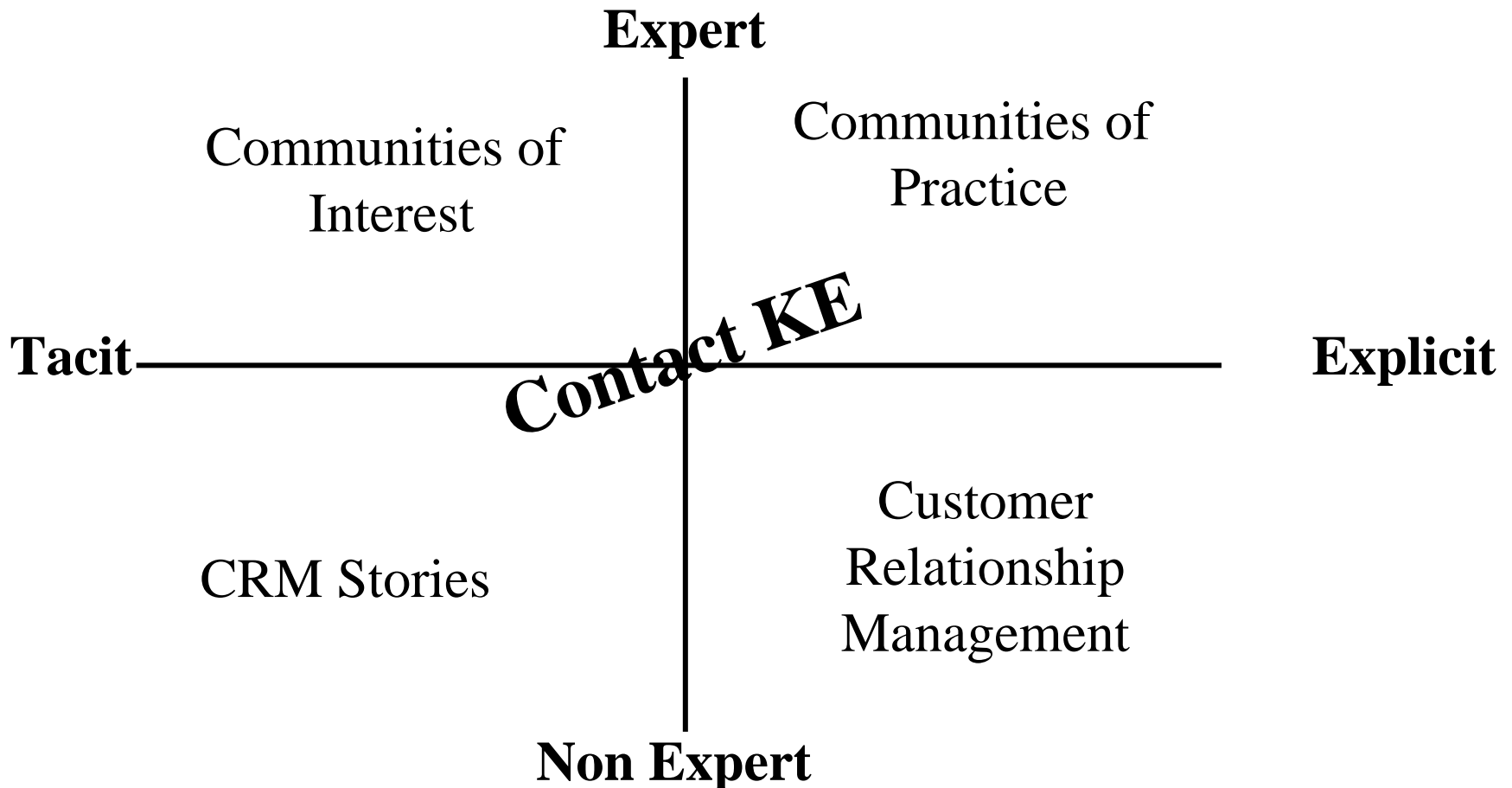
Brokerage

Business  
Development  
Teams

**Non Expert**

# Liberating Knowledge

*Tools and instruments*



**Company selects  
University provider**  
*Following tendering process  
and brokered meetings*

**Implement  
solution**  
*Move to contract and  
utilise, as appropriate,  
established expertise,  
resources and programmes*

**Contact KE  
Brokerage Process**  
*© R. Riley 2005*

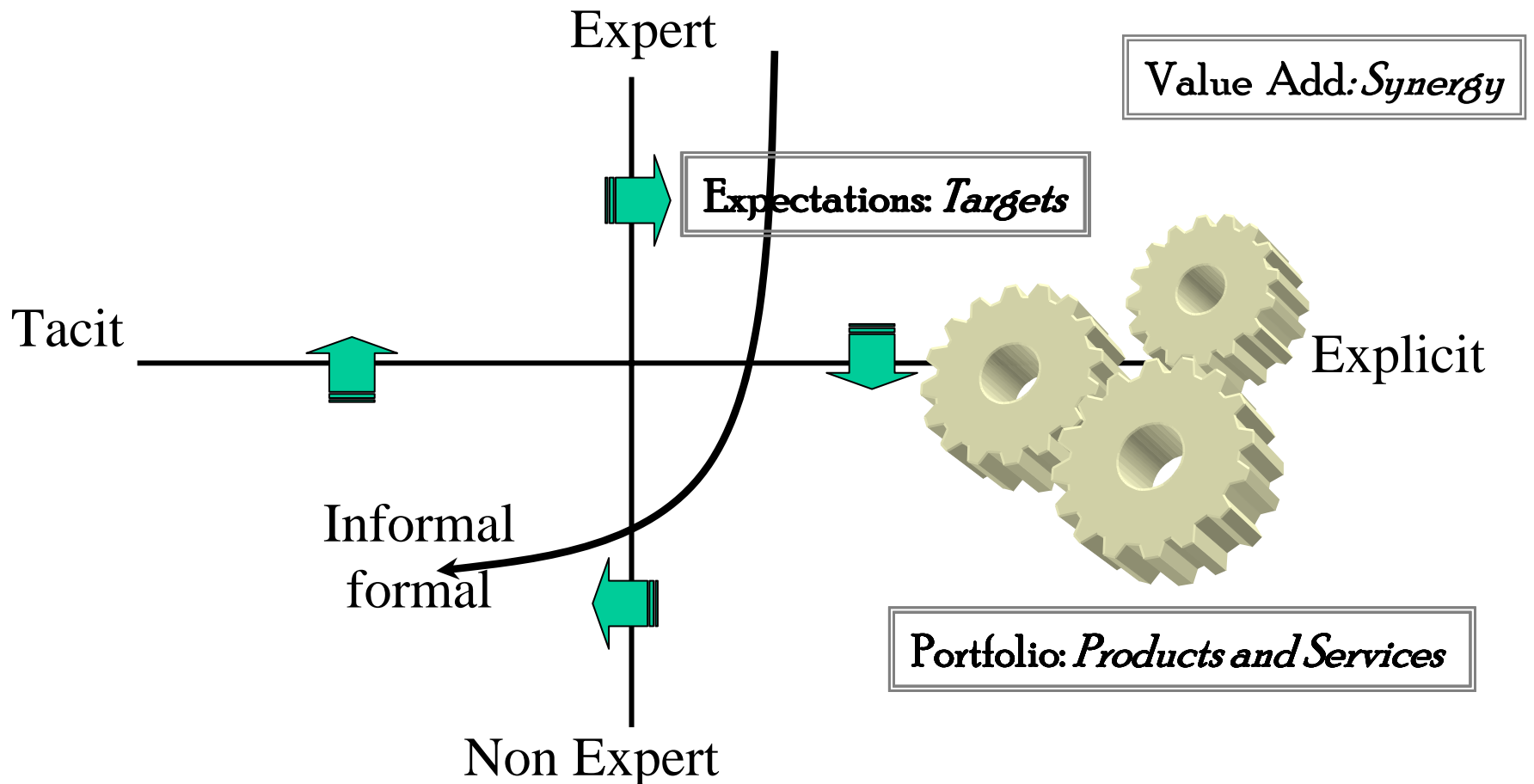
**Diagnose company needs and  
publish agreed brief to  
universities**

**On going support  
for the company**  
*Measure impact, check  
satisfaction and identify  
further business needs and  
development opportunities*

# Liberating Knowledge

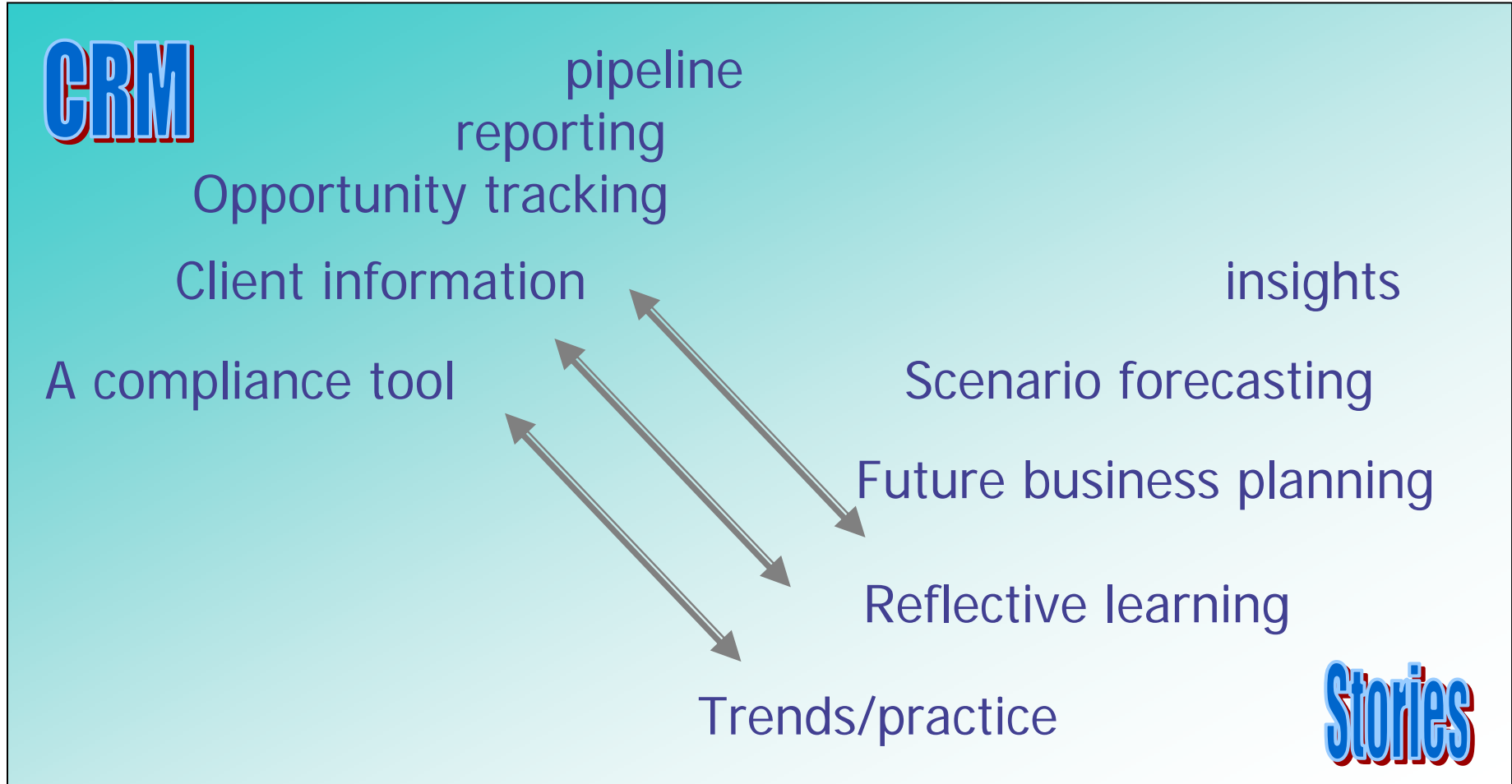
David Snowden IBM

*Movements and Barriers*



# Customer Relationship Management and Storytelling

*Compliance*



*Work smart not hard..... Numbers never lie*

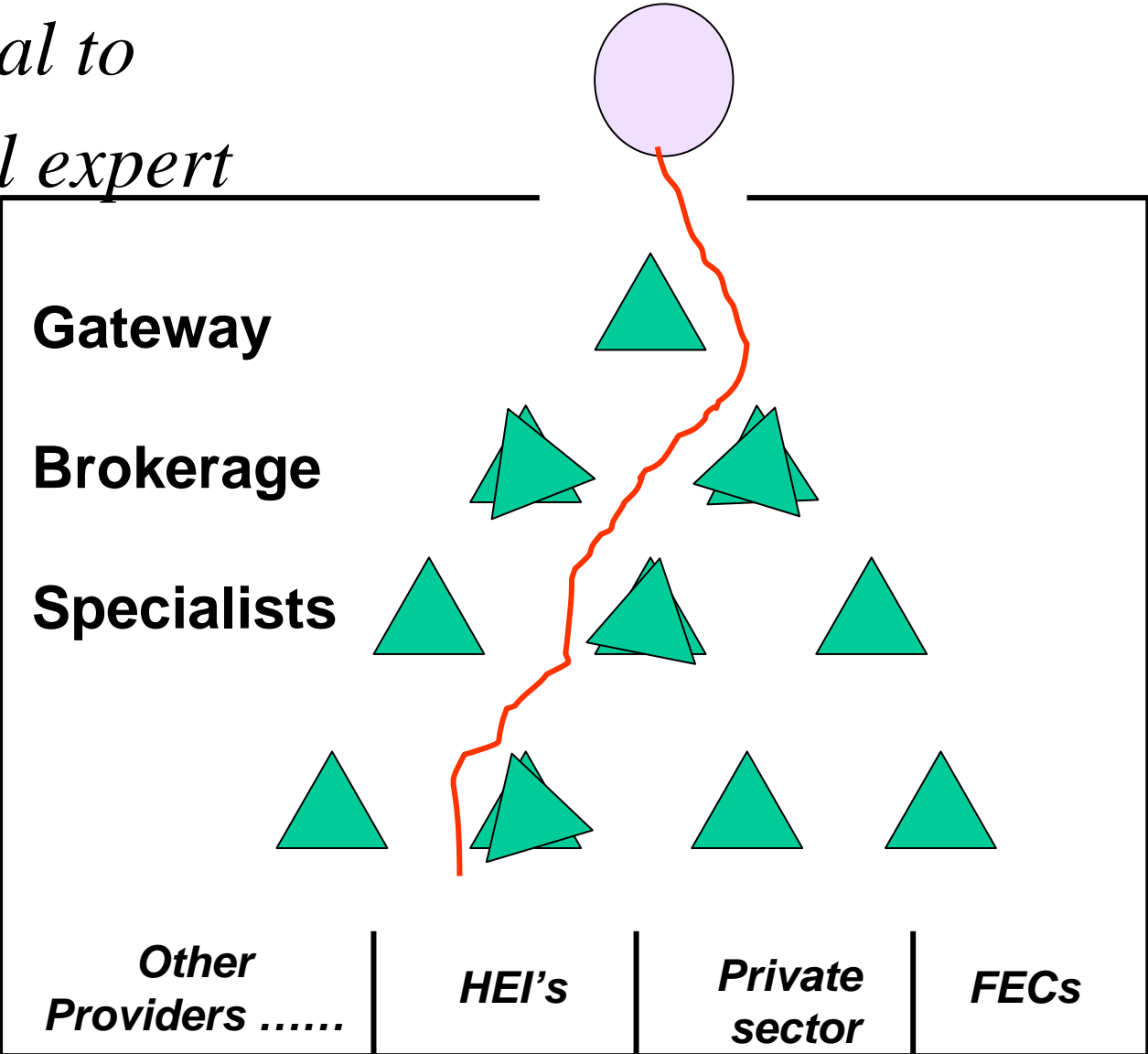
*Development*

# Brokerage

*non-expert to expert*



*Informal to  
Formal expert*



# Insights from data

## *product development*

	A	B	C	D	E	F	Total
<b>Referrals</b>	(2) 6 £81,800	(2) 6 £81,800		(1) 2 £120	(7) 21 £130,600		(12) 29 £212,520
<b>Bus Needs Identified</b>	(7) 12 £135,350	2 £80,250	(8)	(3)	1 £97,000	(1)	(19) 15 £312,600
<b>HEI Expertise</b>	(17) 24 £183,000	(5) 9 £81,700	(2)	(9) 21 £370,850	(1)	(3)	(37) 54 £635,300
<b>Contract Agreement</b>	(3) 6 £5,000	1 £300	(1)	(4) 39 £776,850		(3) 4 £60,000	(11) 50 £842,150
<b>Customer Satisfaction</b>	(2) 3 £1,000			8 £22,269		(4) 7 £10,200	(6) 18 £33,469
<b>Total</b>	(31) 45 £324,350	(7) 18 £244,050	(11)	(17) 70 £1,169,839	(8) 22 £227,600	(11) 11 £70,200	(85) 166 £2,036,039

*Intelligence – e.g. KTP from KITTS*

# Discussion



What restricted communities do you belong to?

How do you disrupt expert communities??

What micro interventions work?

How to be credible and trusted across boundaries?

Which boundary transition has most impact?