

Context

KE/Comms CoP wanted to support existing and future content on the Aspect platform to be

- Easy to find the right content on the Aspect platform
- Easy to access guides for using the content
- Supportive for professional services staff, with training materials in formats that provide guidance for use
- Relatable, with relevant case studies provides and notes on the case
- Formed into suitable 'collections' to help users explore a topic more widely
- Delivered in the formats that users need, whether video, written guides, presentations etc.

Phase 1 – Scoping Methodology

Part 1 – desk research:

- Review Aspect Toolkit, other parts of Aspect website, and gettweit web platform
- Review Learning reports, case studies and other resources
- Map resources developed by each project
- Assess suitability of resources for Train the Trainer use

Part 2 – user research:

- Meet with project leader to understand priorities
- Meet with key individuals/leaders of relevant projects
- Meet with Oxentia
- Plan and deliver stakeholder workshop with CoP, and collect responses to workshop questions
- Analyse results of survey
- Review notes of meetings with Aspect brokers (meetings carried out by Oxentia)

Findings from desk research

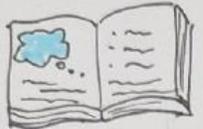
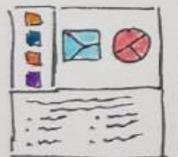
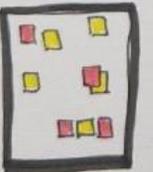
- Wealth of useful resources
- The 'house style' of Aspect leans towards written, narrative reports.
- Case studies tend to focus on what happened rather than how it was achieved.
- With some repurposing it will make excellent Train the Trainer packs.

Findings from user research

TOPICS

- Impact
- Case Studies
- Multi-purposing outputs
 - Exits
- Company structures and deal terms
- Typical challenges & how to overcome them
- Vision Mission Values
- Value Propositions
- Learning from STEM
- Triaging opportunities
 - Engaging academics
- How other HEIs support SHAPE academics
- Articulating 'why commercialise?'
- What is KE/BE/Commercialisation
- Jargon busting
- New to SHAPE

We want...

-  Case studies - lots of them
-  Workshop guides and ideas
-  Videos & animations
-  Slide decks with notes - lots of notes
-  Interactive approaches in person & online

Our barriers ...

Academic availability/time

Confidence delivering training to academics

lack of time to build materials

STOP!!!

Not enough SHAPE examples

Academics often not aware

Some training resources are owned by externals

lack of clarity on SHAPE commercialisation

We have to...

- Communicate fast and well
- Help colleagues find their route
- Build our skills and deliver well
- Understand multiple worlds
- Explain innovation clearly
- Explain and inspire
- Tackle barriers
- Encourage
- Translate

Phase 2 plans

Planned deliverables and outputs from this project:

- A to Z of existing resources, with links to each resource.
- Case studies adapted for training—adding the ‘how’ and ‘why’ to the ‘what’.
Template for future case studies.
- Slide decks with extensive notes, ready for PS staff to deliver interactive workshops to academic audiences with minimal preparation.
- Directory of people within Aspect who are confident and willing to deliver occasional workshops for fellow PS staff across the network, covering some of the identified topics where expertise exists e.g. ‘New to SHAPE’, ‘How other HEIs support SHAPE’, and ‘Jargon Busting’
- (Working with the ‘Building on ABC’ project in particular) List of recommended facilitators for remaining topics identified such as ‘Learning from STEM’, ‘Exits’, ‘Vision, Mission and Values’, and ‘Value Propositions’.

How can you get involved?

- Consider the TtT “ethos” in your projects and outputs
- Let us know about any relevant outputs you have produced/will be producing, or suggestions for internal/external trainers
- Volunteer for a knowledge share at upcoming KE/Comms CoP meetings