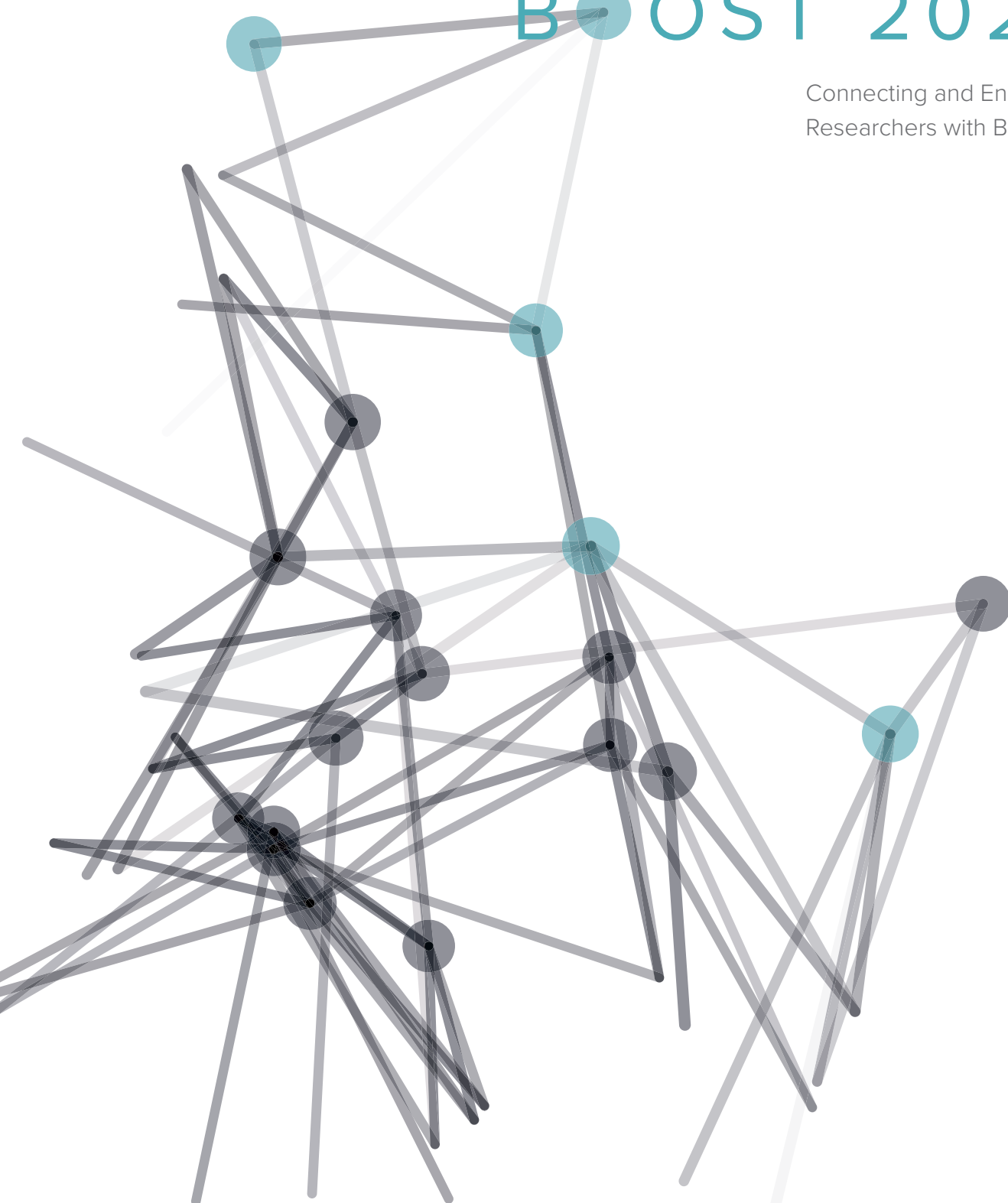


# BUSINESS BOOST 2020

Connecting and Engaging  
Researchers with Business



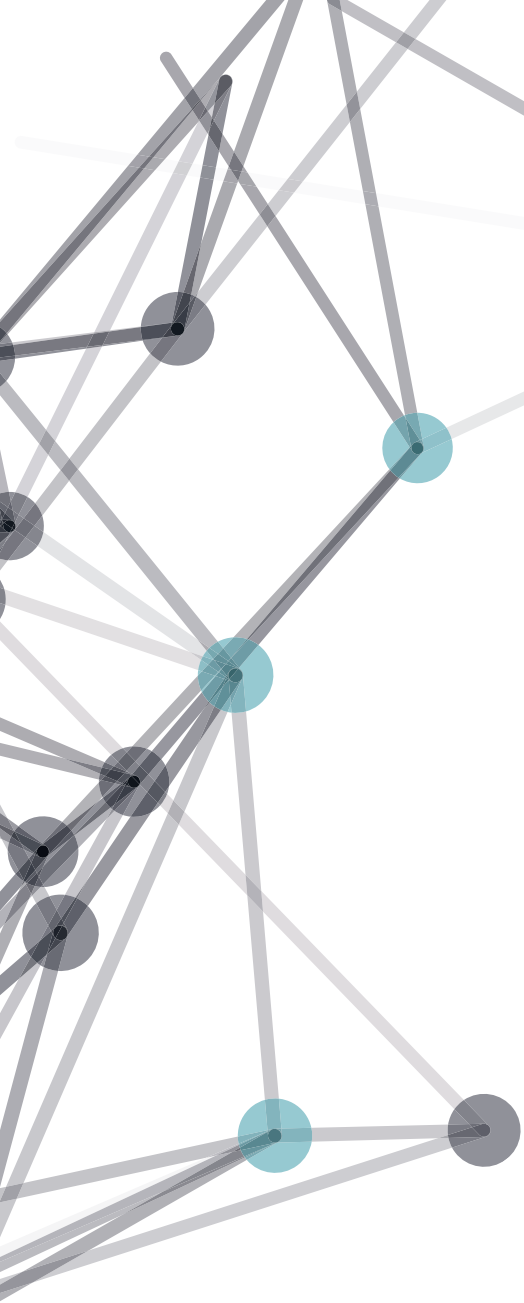
# Introducing the Business Boost 2020

The ESRC-funded Business Boost 2020 (BB2020) scheme utilises funding from the Government's National Productivity Investment Fund (NPIF) to expand opportunities and build the capacity of social science doctoral students (PGRs) and early career researchers (ECRs) to engage and collaborate with business. This project is being designed and delivered by the ESRC Impact Acceleration Accounts (IAAs) at the Universities of Surrey, Sussex and Essex, and in collaboration with the ESRC-funded SeNSS Doctoral Training Partnership (DTP).

For a full overview of activities being delivered through the programme from all partner institutions, please see <https://senss-dtp.ac.uk/iaa-business-boost-2020>

The University of Surrey ESRC IAA is delighted to be working closely with the Surrey Innovation and Digital Enterprise Academic (SurreyIDEA) on this BB2020 project. As part of the Surrey BB2020 programme, SurreyIDEA has created the Connecting and Engaging Researchers with Business programme. This programme will provide a suite of inter-connected workshops and online activities which will engage and support PGRs and ECRs to understand the value of engaging with business. The programme will provide opportunities to develop the relevant skills and competencies for effective engagement with business.

Employing an original innovation sprint methodology, SurreyIDEA workshops will offer participants the opportunity to work with a range of businesses on engagement and skills development activities across a variety of relevant topics, ranging from business model innovation through to problem-solving and the commercialisation of social science research.



The Surrey ESRC IAA and SurreyIDEA are passionate about the benefits and opportunities for researchers in engaging with business, and the positive outcomes that result for both parties.

The SurreyIDEA BB2020 programme will help participants to better understand and develop:

- Decision-making skills in a variety of organisational and business contexts and via a range of different processes;
- Problem-solving skills through the application of appropriate models and concepts to a range of organisational and business challenges;
- Increased capacity for creativity and the ability to appropriately deploy their creativity in a range of organisational and business contexts;
- A range of highly transferable key skills across a variety of business engagement contexts such as leadership, team working, influencing, networking, persuading and trust building.

By the end of this programme, participants will be able to:

- Identify core business problems, their origins and causes, and their organisational and commercial implications;
- Develop robust and viable solutions to those business problems which are appropriate to the organisational and environmental circumstances faced by the business;
- Present those solutions in a way that is professional, engaging and convincing to a business audience.

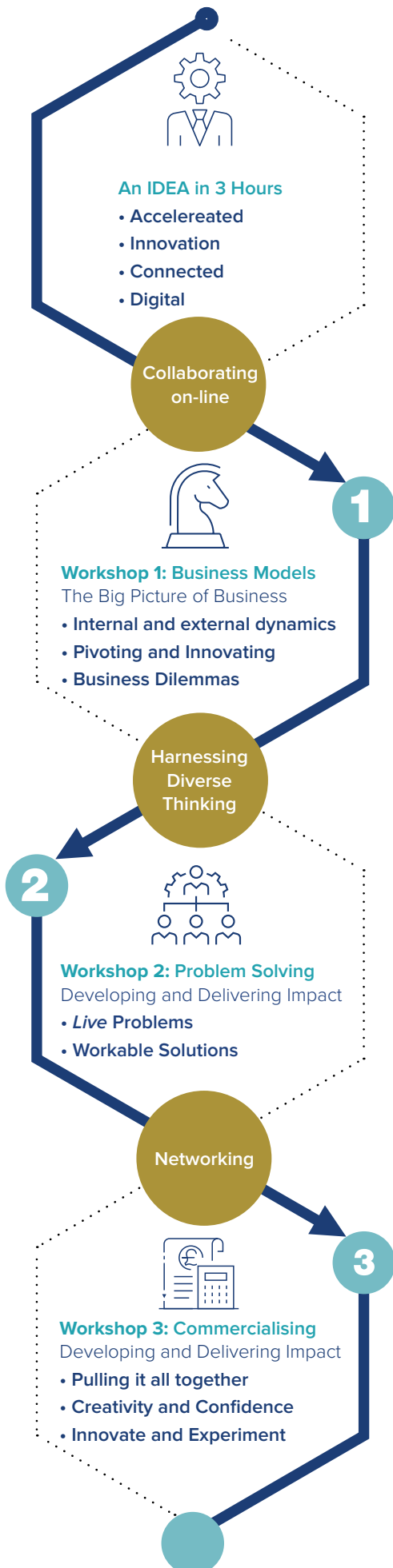
The SurreyIDEA BB2020 Programme has two key components:

- A series of workshops facilitated and supported by experienced academics and business practitioners which allow participants to develop both a strategic and tactical understanding of business and to understand how their existing knowledge and skills as PGRs and ECRs can be deployed to have impact in a business context;
- Additional on-line modules with resources to support the development of key skills and mindsets such as collaboration, diverse thinking and networking;

# The SurreyIDEA BB2020 Programme

There will be 4 workshops in the programme:

- **An IDEA in 3 Hours:** This workshop is a taster session for the following three workshops and introduces the innovation sprint methodology pioneered in SurreyIDEA as well as a range of core concepts which will support PGRs and ECRs to engage with business. By the end of this workshop, participants will have experienced an accelerated version of the innovation sprint methodology, as well as a preview of how to engage with contemporary business challenges such as connectedness, innovation and digitisation;
- **Pivot like you mean it – a business model approach:** This 5 day workshop focuses on the big picture, helping participants understand two things. First, how the elements of a business fit together to create economic value and, second, how businesses interact with the world around them. By the end of this workshop, participants will be able to use and analyse different business models and will be familiar with the process of how organisations test, innovate and solve business model dilemmas;
- **Impact through problem solving:** This workshop provides participants with the opportunity to deploy the knowledge and skills learned in the previous workshops in order to have a tangible impact on a business. Working with a range of businesses with live problem solving, by the end of this workshop participants will have understood, analysed and provided workable solutions to real business challenges;
- **The Capstone – taking research into business:** This workshop brings together many of the themes of the programme as a whole and explores the possibilities and opportunities to put academic insight and knowledge to work in a business context. The workshop examines opportunities to commercialise knowledge and, by the end of the workshop, participants will develop the creativity and confidence to innovate and experiment with how their academic knowledge can have impact in business.

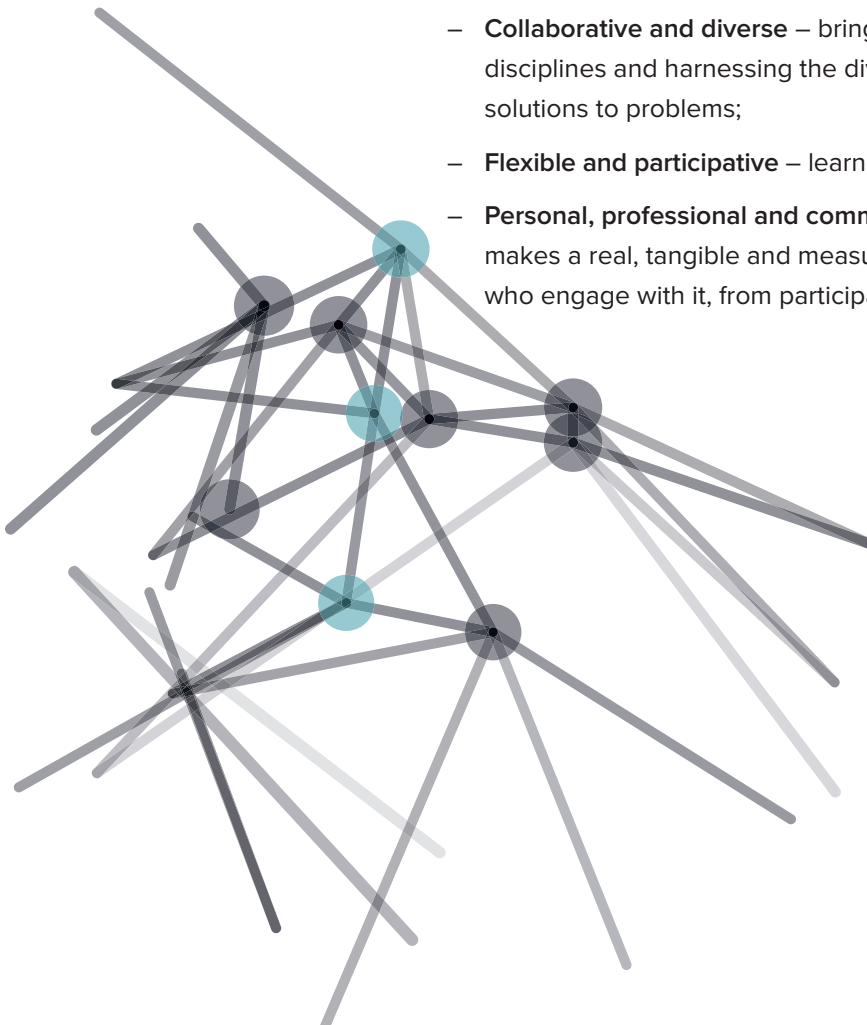


## The SurreyIDEA Approach

SurreyIDEA was launched in June 2019 with a vision to deliver a different type of business and enterprise education that is more experimental in nature and based on the principles of immersion, acceleration, collaboration and learning by doing – SurreyIDEA is a Teaching Innovation Lab. This approach has built an eco-system for entrepreneurs and enterprising individuals where the learning environment is built on the interaction between the University and business and where the outcomes are practical and tangible through the value created by enterprise equipped participants.

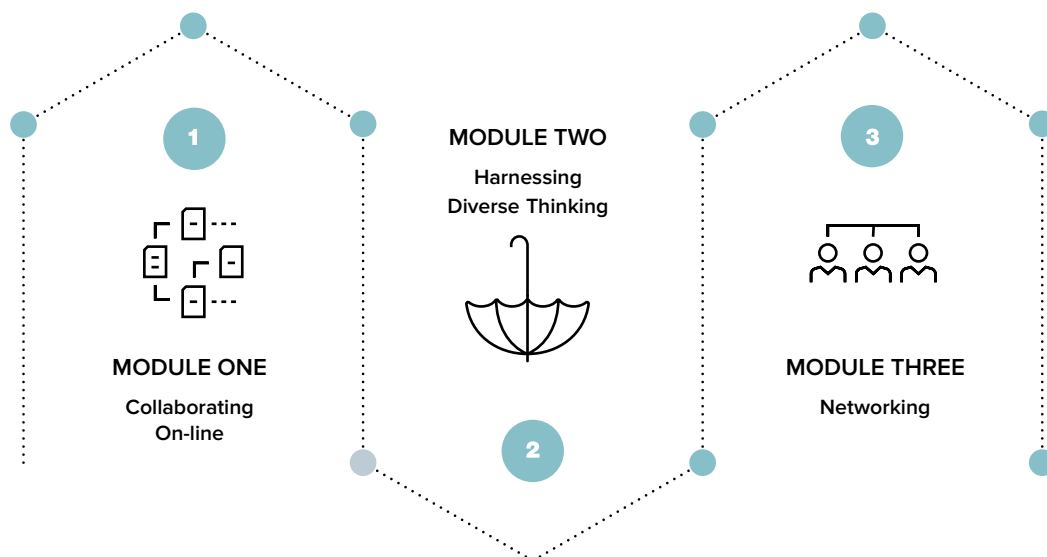
Each workshop will have the same underlying pedagogical approach – based on our unique innovation sprint methodology. This is driven by a set of key principles:

- **Problem based** – dealing with the problems that companies have or the problems that companies want to solve;
- **Intensive, accelerated, immersive** – working under pressure to find solutions, learning in a space that supports creativity and innovation, working in a way that fits in with the world in which we live;
- **Collaborative and diverse** – bringing together people from different disciplines and harnessing the diversity of thinking to create innovative solutions to problems;
- **Flexible and participative** – learning as action and doing, not spectating;
- **Personal, professional and commercial impact** – delivering content that makes a real, tangible and measurable difference to all stakeholders who engage with it, from participants to businesses



## Supporting, Building and Embedding Skills

Across the SurreyIDEA BB2020 programme, there will be the opportunity for participants to develop a range of transferable skills that will not only support them during the programme but also be useful in a variety of contexts beyond this learning environment. These separate but linked skills modules will both help participants prepare for the main BB2020 workshops, and also provide an opportunity to continue to build on workshops already undertaken.



Each of these modules will be delivered in an online format for participants to access and undertake in their own time and at their own pace. The material provided should take participants around three hours to complete.

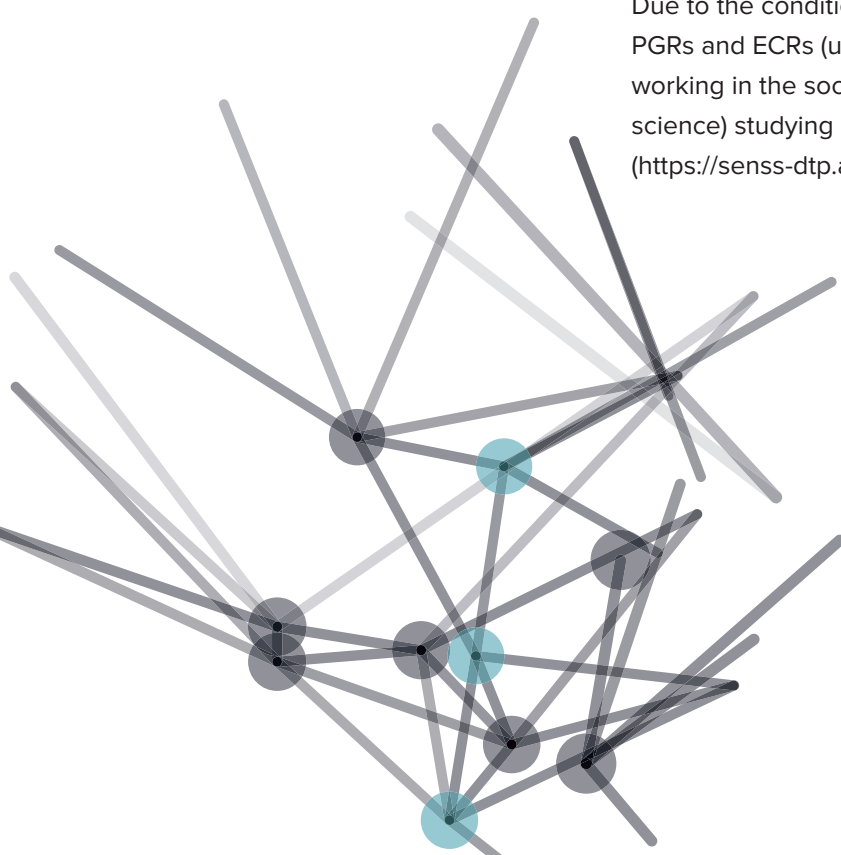
# Supporters

The ESRC IAA currently sits within the Faculty of Arts and Social Sciences (FASS) at the University of Surrey. The ESRC IAA team support University researchers to develop more effective collaborations with businesses, policy-makers and other industry sector groups, increasing the contribution of Surrey social science research to solving societal and economic challenges. Enabling this closer relationship also leads to more effective co-creation of future research, helping ensure Surrey research is responding directly to current and future societal needs, and supporting delivery of the University's research and innovation strategies.

SeNSS offers world-class opportunities for social science research, training and collaboration. As an ESRC accredited Doctoral Training Partnership (DTP), it provides: fully funded doctoral studentships, post-doctoral fellowships and placements; outstanding supervision; high quality advanced training in research methods and substantive topics; interdisciplinary, international and collaborative networks; a way for social science research to make a difference. For more information, please see the SeNSS website here: [www.senss-dtp.ac.uk](http://www.senss-dtp.ac.uk). The SeNSS DTP is working with the ESRC Impact Acceleration Accounts (IAAs) at the Universities of Surrey, Essex and Sussex to deliver the ESRC-funded Business Boost 2020 programme across the ten SeNSS DTP institutions.

## Eligibility

Due to the conditions of the funding, this programme is only open to PGRs and ECRs (using the ESRC definition of an Early Career Researcher) working in the social sciences (using the ESRC definition of social science) studying or working at one of the SeNSS DTP institutions (<https://senss-dtp.ac.uk/senss-universities>).



# Key Dates



1

## Workshop 1: An IDEA in 3 Hours

Participants should choose 1 of the 3 occurrences of this workshop.

**29 June - To book:** <https://www.eventbrite.co.uk/e/business-boost-connecting-and-engaging-researchers-with-business-tickets-106349939532>

**30 June - To book:** <https://www.eventbrite.co.uk/e/business-boost-2020-connecting-and-engaging-researchers-with-business-tickets-107069012298>

**1 July - To book:** <https://www.eventbrite.co.uk/e/business-boost-2020-connecting-and-engaging-researchers-with-business-tickets-107070444582>



2

## Workshop 2: Pivot like you mean it: A Business Model Approach

**27 – 31 July 2020 – To book:** <https://www.eventbrite.co.uk/e/business-boost-2020-connecting-and-engaging-researchers-with-business-tickets-107084506642>



3

## Workshop 3: Impact through problem solving

September/October 2020 (TBC)



4

## Workshop 4: The Capstone: taking research into business

January/February 2021 (TBC)

For more information on the programme, please contact Donna Shanks at [SurreyIDEA@surrey.ac.uk](mailto:SurreyIDEA@surrey.ac.uk) To book a place on the workshops, please follow the links above. Please note that places on each workshop are limited and so early booking is recommended.