

My Experience from SeNSS-funded student Jennifer Young

Impact through Problem Solving

Business Boost 2020: Connecting and Engaging Researchers with Business

This was a really interesting online workshop spread over five days. We had the opportunity to work with a start-up company and see how well our knowledge and skills as researchers could be transferred into the world of business.

We were allocated into teams, which was an excellent opportunity to work with other PGRs from different institutions and diverse disciplines (always handy if you are thinking about inter-disciplinary research in the future!). Our task was to work on marketing solutions to real business challenges provided by the client company and we were supported by a mentor. We had to hear their concerns, research their current marketing strategy and then pitch and present our solution. A bit like The Apprentice but without the fear of being publicly humiliated.

In between the client meetings we attended workshops on presentation skills, from which I took many tips and applied them to my online seminar groups, also how to harness diverse thinking when working within teams, and developing our online communication skills. These have enhanced my transferable skills and, whilst applicable to business, much of what I learned will be useful for disseminating my PhD findings and improving my skills for team working on projects.

It was good fun and I met some great people, including Jack who reminded me what we did, because he kept all his emails and I deleted most of mine. Teamwork you see! Works a treat.