

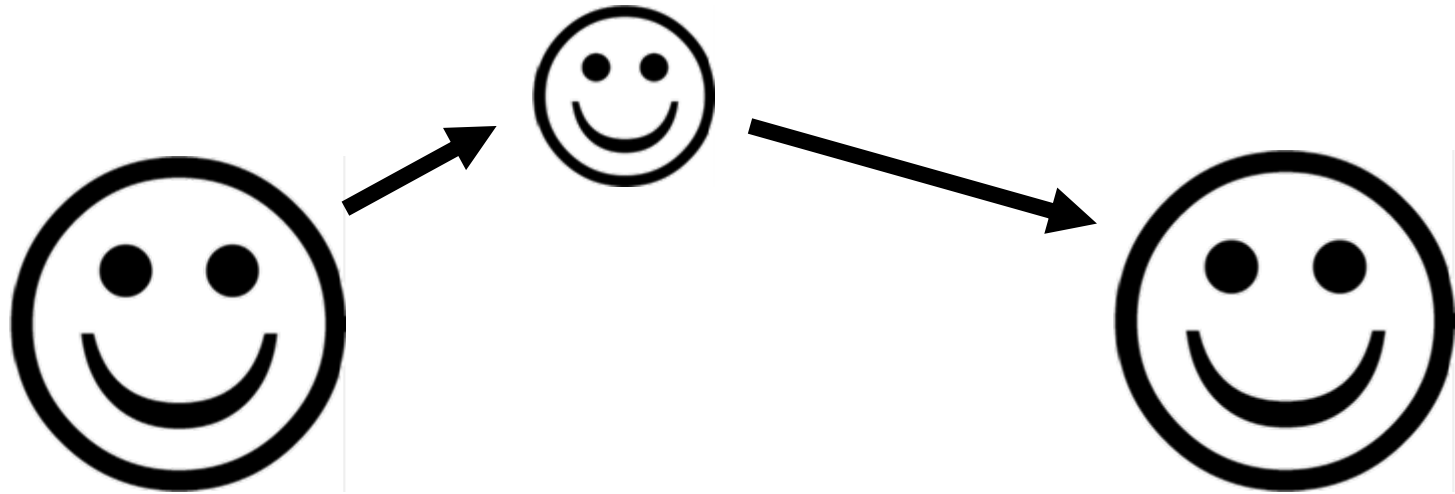
Bridging the gap between research, policy and
practice

FINDING YOUR MARKET

William Solesbury

KCL

Knowledge broking = intermediation



Dissemination or insemination?

Know your market

- its business
- its agendas
- its opportunities

Before deciding how to supply it

1. Their business

- Who? Organisations and people
- What? Their products and services
- Where? Locations and addresses

But also

- How? Their functions

Functions: an example - adult learning

- **Policy makers** – defining agendas and priorities, developing policy, allocating resources.
- **Developers** – of curricula, programmes, teaching & learning resources, standards, services
- **Regulators** – inspecting performance, assessing outcomes
- **Trainers and teachers** – and their pedagogic practice
- **Providers** – delivering courses, managing organisations, developing staff.
- **Learners** – with individual expectations, experiences and outcomes
- **Employers** – supporting work-based learning, developing employees
- **Researchers** – producing evidence relevant to policy or practice.

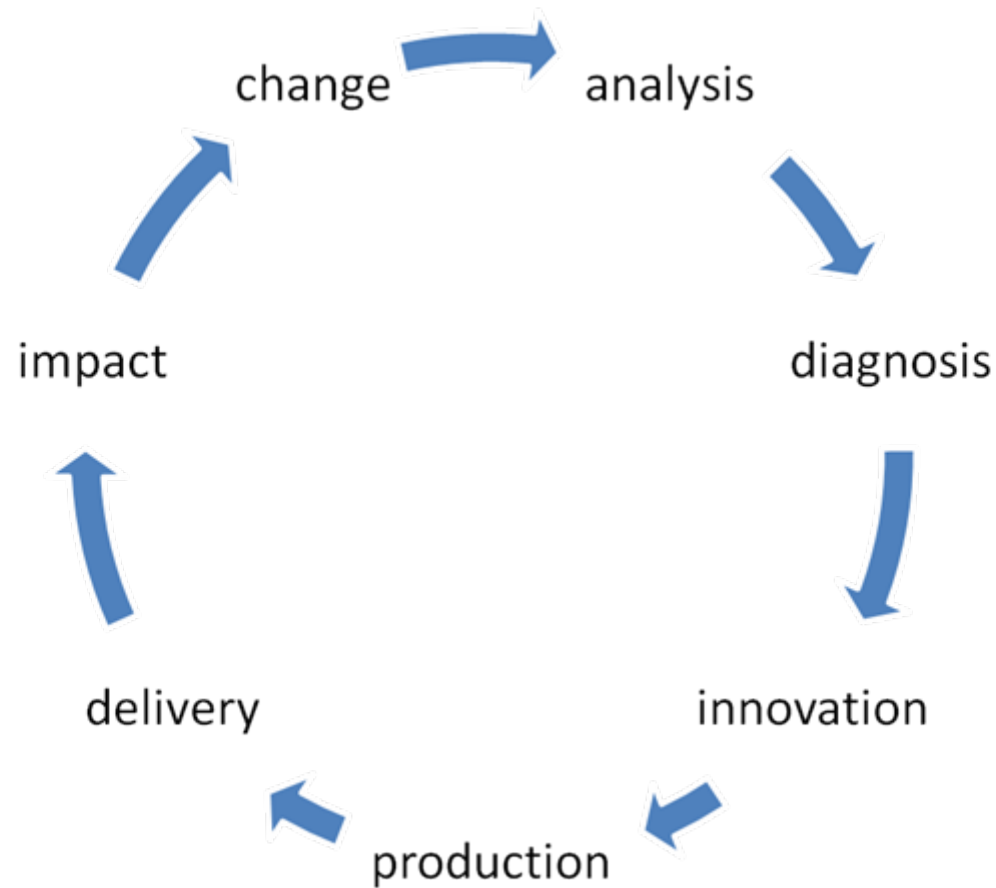
2. Their agenda

What are their current priorities?

For example –

expansion, diversification, closure, consolidation,
relocation, cost-cutting....

Agenda: an action cycle might help



3. Opportunities

New knowledge must displace old knowledge
(of many kinds)...when 'the time is right'

Opportunities - such displacement more likely with

External pressure

eg

Competition

Social/economic trends

New technology

New regulation

Internal dynamic

eg

Failures and crises

Reviews or inquiries

Consultations

New bosses, new advisers

New objectives, new routines

In conclusion

There is no such person as a 'research user'...rather people and organisations that may find your research useful in their work...

You need to find them...and 'make a market'

Thanks

For further help and advice contact me on
wsolesbury@gmail.com