



From Preaching to Reaching

The ISSUES Project

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Session Aims



- To hear from real people about the art of influencing and being influenced
- To exchange ideas about how to influence workplace practice
- To take away new ideas about how to change the working practice of your target audiences



Meet the panel



Keith Farley

Balfour Beatty & Cambridge University

Steve Shaw

London Metropolitan University

Paula Vandergert

Commission for Architecture and the Built Environment





What is ISSUES

The ISSUES project supports dissemination and knowledge exchange between researchers in EPSRC's Sustainable Urban Environment (SUE) programme and their audiences - policy makers and practitioners.



Initial Findings



- Good KT practice is better described as 'Knowledge Exchange' and should be two-way.
- KE is more effective if engagement starts early in the research cycle.
- It may be hard to involve end-users in research. However, 'co-creation' of knowledge can improve the relevance of the research and increase likelihood of uptake.
- KE is often very effective through people exchange.
- Some funding, institutional and evaluation structures make it harder for researchers to spend time on KE.





Show of Hands: what makes you listen and change?

- Being told you should do something differently?
- Reading evidence that suggests you should change?
- Seeing someone else getting good results?
- Being involved in finding out new ways of doing things?



Getting Knowledge Out

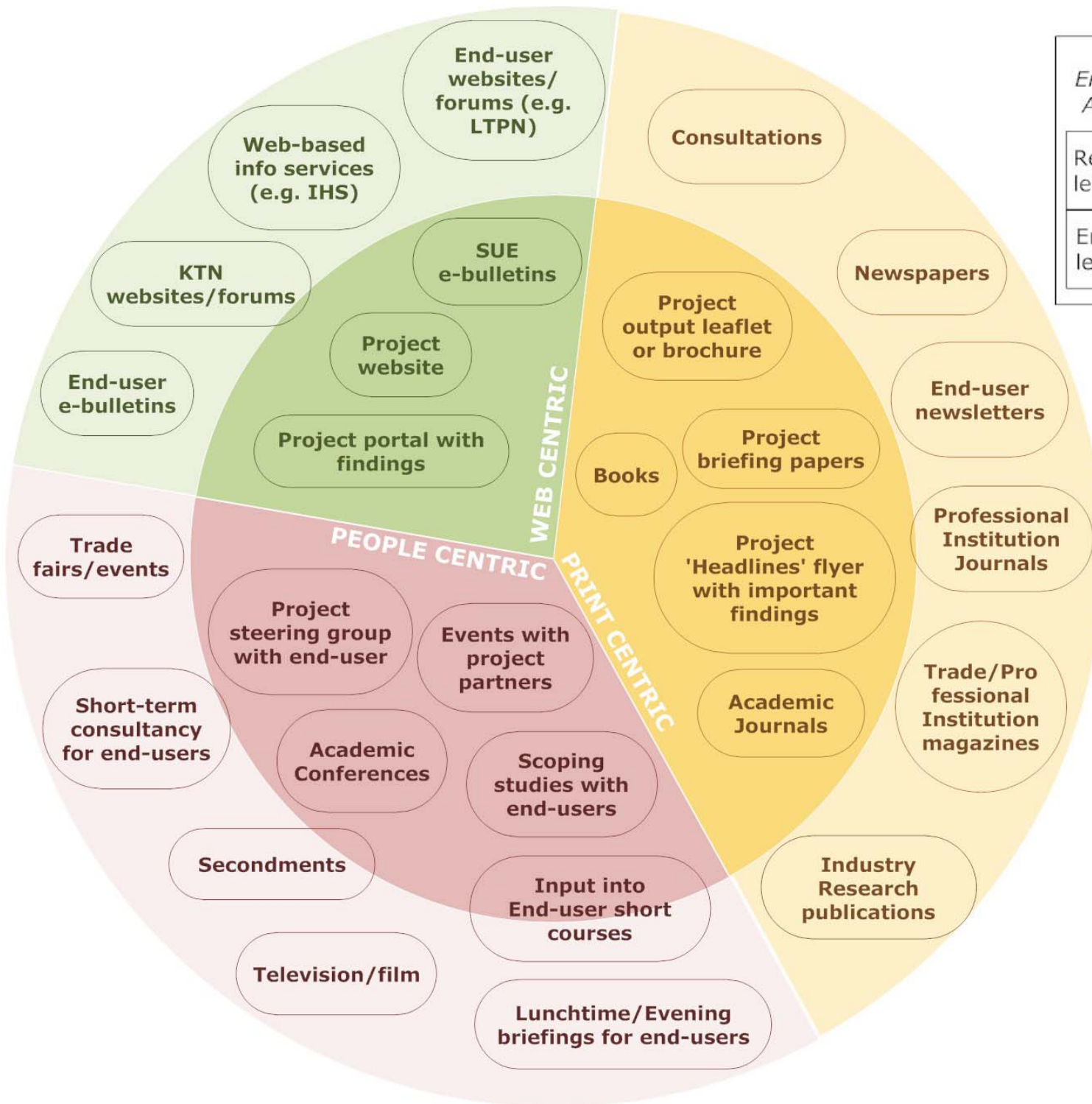


The Knowledge Exchange Landscape

Once out, how far does it get?

Does information alone change behaviour?

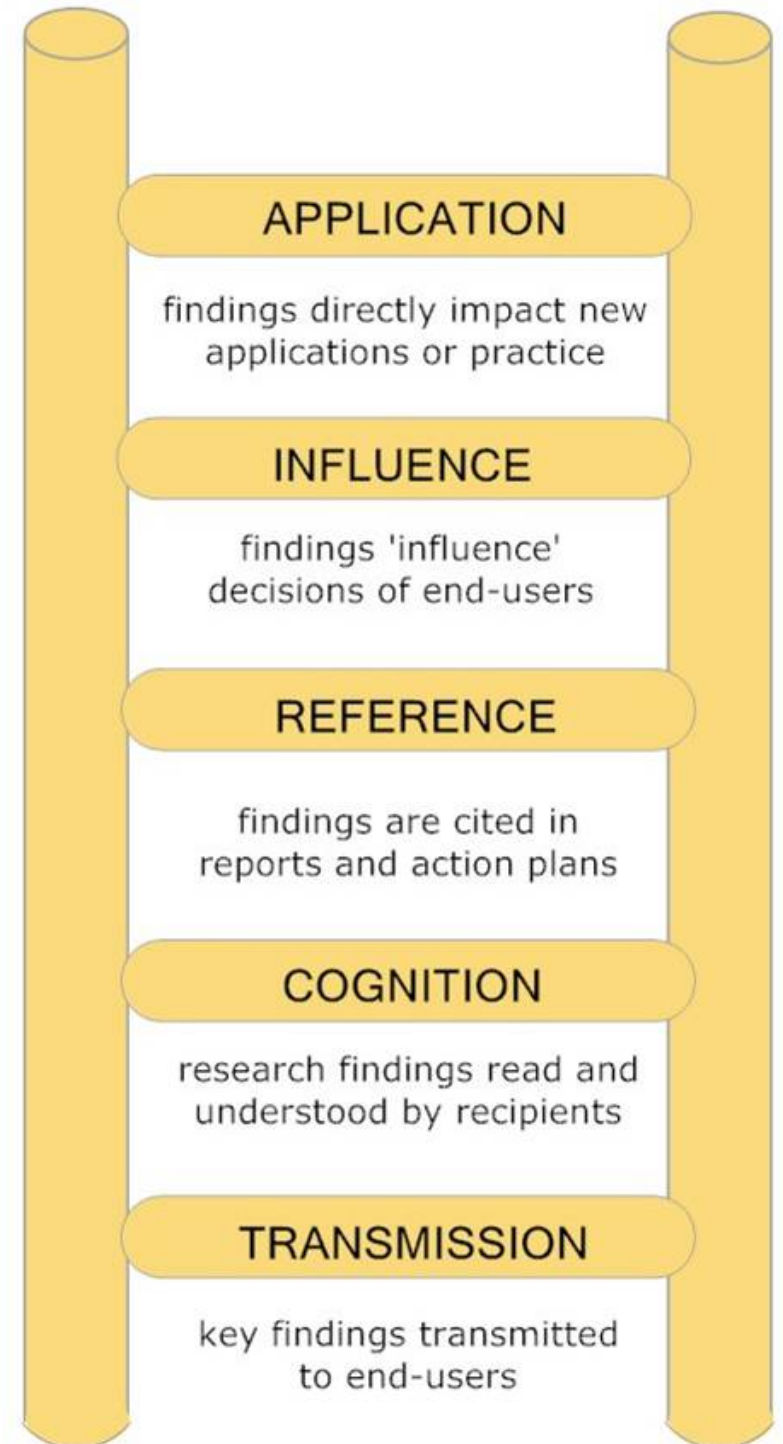




Engagement Activity	People centric	Print centric	Web centric
Researcher led activity			
End-User led activity			

Ladder of Research Use

Adapted from Nutley, S.M., Walter, I. and Davies, H.T.O, 2007. 'Using evidence - How research can inform public services'. Policy Press, UK.





What about the real world:

Learning from the experience of others: panel enquiry



Small Group Discussions



Your chance to air your views

Please assemble in groups of around 6 to 8 people to reflect on what you have heard. During the discussion please make a note of these:

- a) one or two observations that seem particularly important to you
- b) One or two learning points from the discussions that could be included on our 'Influence Inspirations' lists





In Conclusion

Does a one size “Influence Inspiration List” fit all?

Are there short cuts to changing behaviour?

Concluding questions or remarks

Please complete a note and thank you for attending

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