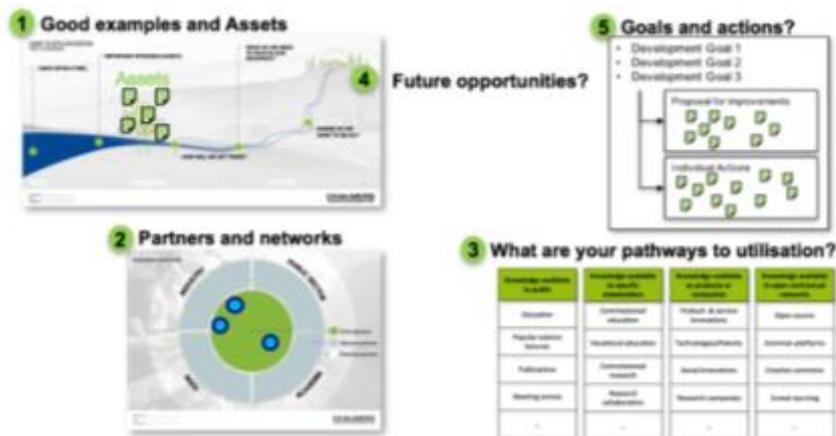


# WORKSHOP: UTILISATION STRATEGY

Most departments have developed some form of research- and educational strategy covering for instance which research areas to focus on, what journals to publish in, what conferences to attend, what actors you invite as guest lectures etc. In the same way, decisions regarding what is utilized and how, who to collaborate with etc. are easier if the department has a utilisation strategy.

At Chalmers Innovation office, we've developed a concept to support research divisions and departments to develop a utilisation strategy to visualise what activities are already taking place and what is aimed for in the future. This includes identifying specific concepts that are of high importance, which target groups to interact with, what effects to achieve – given your specific research area.

Often, in a first round, each division at the research department will participate in a workshop. This workshop is based on the SOAR-method (*strengths, opportunities, aspirations and results*), where we first focus on focusing on identifying current strengths, assets (infrastructure, intellectual and human/relational) and partners. Then we look to future to identify challenges and opportunities existing for the division and what is needed/required in terms of assets and partners to take steps towards reaching those opportunities. By discussing this in the group, a joint picture of the future emerges and it becomes easier to identify what current assets and partners are key but also where there is a need to develop new assets and partnerships.



The next step in the process of establishing a utilisation strategy for the department is to aggregate the results of the divisional workshops up to management team of research department. Then we conduct a joint workshop focusing on defining the vision for the department, the target goals to set, and what activities should be conducted on a 1-3year-basis to take important steps in that direction.



