

Fostering successful collaborations between academia and industry

GA Meeting
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Fostering relations....General



Everyone brings somethings different to the project – learn how to value it

1. Put in the work

Good collaborations are only successful if you work (hard) at it

Get to know the *needs* of your collaborators

2. Mutual respect

Treat everyone you meet with dignity and respect

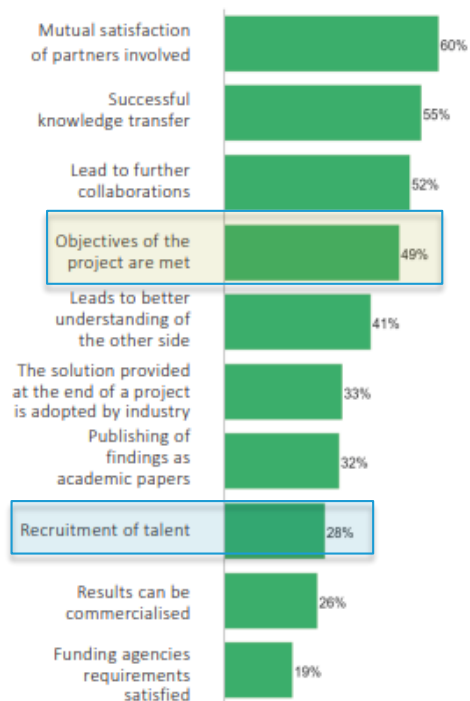
3. Ensure you have common goals

Understand what the aims, objectives and deliverables are for the project and make sure you are aligned with your colleagues

Fostering relations....Specifics

ACADEMICS

What are the factors that define a successful collaboration



INDUSTRY

What are the factors that define a successful collaboration



- **Industry is objective driven**
 - Failure to deliver on objectives has consequences
- **For industry recruitment of talent is critical**
 - A company is only as good as the people working in it

Success criteria

1. Value your collaborators

Experienced academic and industry partners say the most important factor in choosing a collaborator is previous experience working with them

2. Make sure you ring fence time

Both academic and industry partners say the largest barrier to maintaining a collaboration is the lack of time they have to devote to it

3. Enjoy the experience

Collaborations are not only about the science they provide opportunities to make new and lasting friendships

4. Continuity of leadership

Usually undervalued – PRISM has benefitted enormously from continuity in the leadership team