

“Mike is a natural facilitator- he is very diplomatic and ensured that everyone had their say”

John Barrett, Theme Lead, CREDS

Strategic Workshop Delivery: Centre for Research into Energy Demand Solutions (CREDS)



Cultivate Innovation delivered a one-day strategy workshop designed to engage the Materials and Products Theme team of CREDS in developing processes for communicating their work with beneficiaries- turning academic outputs to concrete outcomes for the energy sector.

Workshop activities

- building a mutual understanding of the range of capabilities available within the team and how these align with needs within the energy sector
- exploring the range of outcomes and impact that can be delivered through CREDS' work
- defining the benefits that will flow to specific groups as a route to creating positive results
- identifying key stakeholders for the team and establish any gaps in the current network
- delivering specific workshop outputs that support the creation of a compelling proposition with the potential for attracting additional partners and funding

Client testimonial



John Barret, Theme Lead, Industry, Materials and Products, **CREDS**

“I enlisted Cultivate Innovation at the launch of CREDS, when it was important to put a structure in place to ensure that we achieved the right research outcomes. Mike took us through the process of reviewing our research plan and embedding a communication strategy throughout. This enabled us to identify when key outputs were expected, the beneficiaries of the research and how to successfully communicate with them.

Working with Mike has resulted in a large strategic contribution to the way in which my theme in CREDS will be run, ensuring that our research outputs will lead to concrete outcomes in the energy sector”.