In the business of academia

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CAN business learn from academics and how important are leadership skills for new start-ups?

These are just two of the questions raised by the Innovative Catalyst Commotion, the partnership driving innovation in the Thames Valley and supporting ambitious businesses to thrive.

The partnership has a host of seminars and resource material available for new and established business over the next few weeks. The aim is to encourage best practice, innovation and the bringing together of some of the best minds to boost business in Berkshire and the Thames Valley.

It asks what benefits can graduates bring to your company, are accountants simply there to check your twice yearly returns and how do you define a business strategy?

This month has seen the launch of an ‘Ask the Expert’ programme where Sarah Werts from the University of Reading Knowledge Transfer Centre explains why your business should collaborate with a university.

What benefits comes from being with boffins? Is academic research vital for business growth?

These and other questions will be answered in easy to understand plain, not academic, speak.

Financeheads will be starting sessions in June offering a free consultation with an experienced qualified accountant. What can your accountant do for you and, if they are not doing it, who can?

How do you define competitive advantage, define a business strategy and capture progress in a brief elevator pitch?

How easy is it to assemble teams, research opportunities or develop a business case and strategy and pitch the final solution to senior management?

The Community of Innovation is based at the University of Reading’s new Science Park in Shinfield and has grown over the past year.

Members can connect to more than 800 businesses.

For more information or to book, log on to: www.innovationcatalyst.co.uk