

Knowledge
Transfer
Partnerships

To turn your
career options into
great career options,
read on...



www.ktponline.org.uk/graduates

Inquisitive? Bright? Serious?*



***Serious about getting ahead**

If you want to apply your degree, start a 'real' job straight away and gain a further professional qualification, then KTP is what you're looking for.

You should be inquisitive, bright and serious about getting ahead.

Only the most enthusiastic graduates need apply.

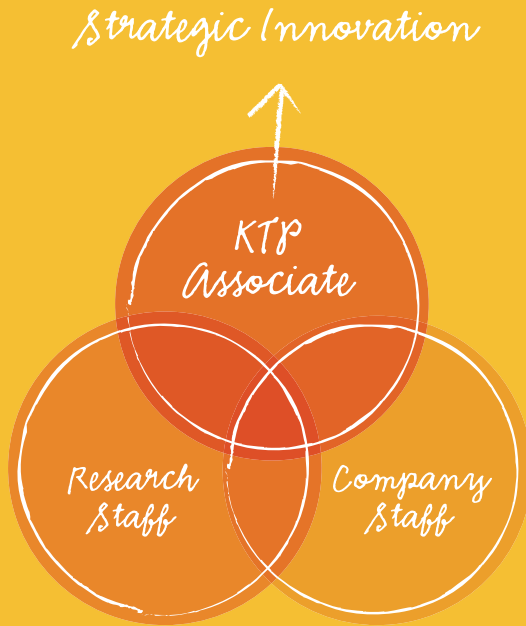
A woman with long brown hair, wearing a black blazer over a red collared shirt, stands in a hospital hallway. She is smiling and has her hands clasped in front of her. She is wearing an ID badge that reads "JENNY DEBELL". In the background, there are blurred figures of other people and medical equipment. A yellow brushstroke graphic is visible in the upper right corner.

Contents

“Access and working with senior management and making a difference is a crucial benefit of KTP. You don’t get that when you’re a small cog in a big wheel”

Sonja Derrick, KTP Associate with the NHS

- 06 About KTP
- 07 What can KTP offer you?
- 08 What can you expect from a KTP?
- 09 My challenge
- 10 A week in the life of
- 11 Associate profile
- 12 What subject areas do we recruit for?
- 14 Training, support and professional development
- 17 How do I apply?
- 19 How do I find out more?



About KTP

A Knowledge Transfer Partnership (KTP) is a three-way project between a graduate, an organisation* and a university/research organisation (known as the 'Knowledge Base').

Graduates are recruited to manage strategic projects within the company, whilst being supported by a dedicated Knowledge Base.

Founded in 1975, KTP is one of Europe's largest graduate recruitment programmes. KTP has worked with over 3,000 organisations (from micro-sized companies** to large companies such as Unilever and Rolls Royce), over 140 Knowledge Bases (from Cambridge University to Sheffield Hallam University) and over 6,000 graduates (from engineers to marketeers).

*companies, not for profit organisations and public sector organisations such as the NHS

**< ten people

What can KTP offer you?

Choosing the right platform to launch your career can be challenging, particularly if you want to use your degree, continue to develop your skills and have ownership of your own work.

KTP can help you ENHANCE your career prospects by providing you with an opportunity to manage a challenging project, which allows you to use your degree, central to an organisation's strategic development and long-term growth.

Through this project, as the 'KTP Associate' you play a key role in managing and implementing strategic development in an organisation and transferring knowledge between it and the Knowledge Base.

Whilst you own your own project, you are supported by experienced staff from the organisation and the Knowledge Base. You will also be assigned a KTP Adviser, who will be able to advise you on maintaining good working relationships within your Partnership and how to plan your professional development in broad terms.



What can you expect from a KTP?

Typical challenges you could encounter as a KTP Associate, depending on your qualifications, include designing and introducing new or improved products or processes, reorganising production facilities, introducing improved quality systems and technology, or developing and implementing marketing strategies to break into new markets.

Name Gareth Black

Degree Discipline MSc Engineering (1st)

Current position Development Engineer - Delta Fluid Products Ltd



My challenge

My challenge is to introduce advanced tools to design a two-stage gas regulator, to expand the product range and embed better product development techniques. Prior to the KTP, the company had a history of applying traditional design processes to maintain a range of products; they also had very little knowledge of the new methods necessary to deliver this KTP and so it was my challenge to convince the company's management of new ways of working.

I have been able to introduce the company to a revolutionary design strategy technique that has application in the design of all their engineering products. The strategy I've implemented means that design abstraction is necessary, and in order to achieve this I developed a software tool; an exciting aspect of this work is that the kernel of the software system is provided from the open source software community. This has enabled the company to reduce the lead-times of new designs at reduced costs.

There have been many highlights of this project, but the most significant was winning the KTP Business Leader of Tomorrow award. Coming from a technical background, as an engineer, I was delighted to win this award and it demonstrated the varied work that I, as an Associate, get involved in. I have also written and presented technical papers at conferences in China and Canada and visited companies in Germany and Ireland as well as attending several trade conferences in the UK.

As a graduate, the work I have done on my KTP has given me experience that I would not have gained otherwise. I would have no hesitation in encouraging others to take part in a KTP.



'The opportunities and training that my KTP project has given me, have helped to accelerate my career. Over my two-year project I have been able to travel extensively and given high level marketing responsibilities.'

A week in the life of...

Name: Beverley Stables

Location: Falmouth

Job Title: Marketing and Communications Manager, Pendennis Shipyard Ltd

KTP Aim: To develop strategic competencies through the creation and implementation of an international marketing strategy for existing and new products

Qualifications: BA Hons degree in Marketing, Chartered Institute of Marketing: Post Grad Diploma in Marketing, NVQ level four in Management

Monday:

Met with the rest of the Sales and Marketing team to discuss week ahead. Lunch with design agency to discuss up coming Boat Show projects.

Tuesday:

Began work on development for CRM database. Put together specification for proposed system and spent the afternoon contacting potential suppliers.

Wednesday:

Met with Academic supervisors Plymouth University, for update on project progress. Brain stormed ideas for new website launch and reviewed proposed internet strategy.

Thursday:

Spent the morning travelling to South of France to meet up with the Yacht for a photo shoot/press day. Spent the evening entertaining the crew at a local restaurant.

Friday:

Early morning breakfast briefing with invited journalists, before heading to the Yacht for a day's sailing and photo shoot. Flew home in the evening.



Associate Profile: Peter Batchelor

Name: Peter Batchelor

Qualifications: BSc Physics, MPhil Building Sciences

Current Role: Technical Marketing Consultant

Location: South Wales

“Through KTP I attended a Neuro-Linguistic Programming course, which looked at how people communicate, body language and how to influence people. This has been really useful in situations when someone has been hostile to negotiations”

In my KTP I...

My KTP with Leeds Metropolitan University and Rockwool Ltd was all about using consultation, negotiation and influence, in order to open up a new market. It was my role to reduce negative opinions about cavity wall installations, thereby lifting certain trading restrictions in Wales and the South of England. This represented a £1.5m opportunity. I took responsibility for setting up a consultative group, made up of key stakeholders including high profile regulatory groups, insurers and technical experts, with the aim being to lobby opinion for positive support.

Highlights of the project and what I have learnt...

I was able to work with some really influential and high profile groups, which was a great opportunity. A key highlight has also been strengthening the relationship between Rockwool and academia, there is a lasting legacy of my KTP. Through KTP I have also benefited from numerous training courses, both technical and personal.

The best thing about being a KTP Associate is...

I came from a very technical background, so the KTP has broadened my commercial experience hugely. I have gained skills in communications, presentations, the ability to persuade and negotiate. I'm not sure I would have got the opportunity to gain these skills otherwise, especially so soon after University.

Life after KTP is...

I was offered a permanent post with Rockwool on completion of my KTP and my role has grown in responsibility. As well as continuing with the lobbying work, my current role covers technical marketing and also business development. The KTP gave me a good grounding to develop my career further.

I will recommend KTP because...

KTPs are finite, you get to see the fruits of your labour – you can actually see the difference you make to a company. The KTP training is excellent; you're basically given a training grant to spend on the things you feel will help you; you can shape your own skills and expertise.

What subject areas do we recruit for?

KTP works across a wide range of academic disciplines and industry sectors. So it might be that you're planning marketing communications for a leading media agency, researching the latest engineering techniques for an environmental company, or undertaking geodemographic profiling for the NHS.

KTP projects last anywhere from one year to three years, so what about life after KTP? Well, around 78% of graduates are offered employment with their host organisation on completion of their projects. See for yourself from the Associate Profiles which you can download from the website. Of the remaining, many go on to achieve great jobs using the skills and experiences learnt during the KTP. Some even set up their own companies as a result of the training and experiences they have gained.

The opportunities are huge and changing all the time...



Training, support and professional development

As an Associate, you gain business-based experience and personal development opportunities. You can also obtain a nationally recognised management qualification awarded by the Chartered Management Institute.

You will get to spend 10% of your time in training and development, which could include courses on leadership and negotiation, financial management or business technical training. Many graduates go on to continue their studies further during their KTP. In 2007/2008, 45% registered for post-graduate qualifications.

The Associate Development Course

All Associates are automatically enrolled in the KTP Diploma in Management Programme, which is funded by KTP. The Diploma provides a highly credible, degree level, industry recognised qualification from the Chartered Management Institute.

This programme aims to equip Associates with the skills to successfully deliver their KTP project and at the same time obtain a degree level management qualification. The residential courses are offered on a frequent basis in many locations around the UK. It allows you to develop a range of competencies from operational management principles and practices to the development of resource control and use.

The course consists of:

A web-based module:

Module One: An introduction to Knowledge Transfer Partnerships

Three five-day residential modules:

Module Two: Personal Development and Project Management

- Personal development as a manager
- Project development and control
- Conducting a management project
- Resource management

Module Three: Marketing and Communications

- Meeting stakeholders' quality needs
- The use of design in a business context
- Information-based decision making
- Intellectual Property Rights
- Marketing planning

Module Four: Leadership and Financial Management

- Being a leader
- Financial control
- International business

An online-based learning support system, 'KTP Knowledge', gives you access to a wide range of management topics.

Upon successful completion of the Level 5 Diploma in Management, you have the opportunity to enhance your professional status by becoming a Member of the Chartered Management Institute (MCMI) and start working towards Chartered Manager status.

In addition, your KTP Adviser will provide you with coaching and mentoring in support of becoming a competent manager and, in particular, in achieving the Diploma in Management qualification.



*"The Diploma has added another string to my bow.
It has taken me above my expectations."*

Claire Ross, KTP Associate, Pendean Community Heritage



How do I apply?

Jointly with the partnering organisation in a KTP, the Knowledge Base undertakes the recruitment of the Associate(s) for their Partnership, so you could see a KTP vacancy advertised in your college faculty department, careers office, local paper or on recruitment websites.

Given the wide range of KTP projects available, all qualification subjects are considered. KTP has around 400 vacancies across the UK, and recruitment takes place all year round.

Vacancies are advertised on **www.ktponline.org.uk**

Even if there is nothing that suits you today, why not visit the KTP website regularly to check for vacancies and **submit your profile**. Before you know it, the right job may have found you!

The interview stage

Applicants will be interviewed jointly by the Knowledge Base and partnering organisation involved in the KTP.



How do I find out more?

Visit www.ktponline.org.uk/graduates and search the database of Partnerships to find out about KTPs in the UK today. Watch the 'Why KTP?' video featuring past Associates or view a selection of the case studies. And don't forget, **submit your profile** to register your interest!

Knowledge Transfer Partnerships

*“It was the most enriching experience ever.
It has prepared me well for the future, both
at a personal and a career level.”*

Borja Ramirez, KTP Associate with Unilever