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Partnerships

# Graduate Case Study

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# Associate Profile: Mark Gittins

**Name:** Mark Gittins  
**Qualifications:** BSc Hons Psychology, MSc Applied Sport & Exercise Psychology  
**Current Role:** Research Consultant  
**Location:** Bourne End, Nr. Maidenhead

*“The great thing about KTP is that it allows you to balance academic research with application to the business world.”*

## **IN MY KTP I...**

My KTP with the University of Wales, Bangor and Lane4 aimed to develop, validate and bring to market a 'High Performance Environment' (HPE) Model which would link people factors in business to bottom-line (financial) performance. Lane4 is a leading global performance development consultancy, which has a strong track record of working with individuals and teams. This ground-breaking KTP was to extend this expertise into organisational development. The School of Sport, Health and Exercise Science at the University of Wales, Bangor is internationally renowned for the quality of its research in the area of the psychology of elite performance. In addition to developing the HPE Model, the partnership involved the development of the 'HPE Scan' - an organisational diagnostic, which measures the HPE Model and therefore assesses the 'performance environment' of an organisation.

## **HIGHLIGHTS OF THE PROJECT...**

My KTP won a Winning Partnership Award at the KTP annual awards event in 2007, which felt like a fantastic reward for our efforts during the partnership. From a personal point of view, both my supervisors are eminent psychologists, so a key highlight was being able to have regular conceptual discussions when developing the HPE Model. It's not often that graduates get that kind of opportunity!

## **THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...**

The best thing about being an Associate is that you get to channel your focus on to one project for two years. I also received great support from my KTP Adviser, and enjoyed being able to network with other Associates through the various training modules and the online forum. It created a real sense of community. Finally, the training and development budget you receive as an Associate is fantastic - it's definitely better than graduates get in a normal job.

## **FROM KTP I HAVE LEARNT...**

From KTP I've been able to build a lot of confidence. When I started I had just left University, and I didn't know what to expect, or how businesses worked. My project gave me an area of expertise within Lane4 and soon more senior people were coming to me for information. Over the two years I have learnt how to manage projects, people and their expectations.

## **LIFE AFTER KTP IS...**

My KTP finished in 2005 and I was offered a permanent position with Lane4 as a Research Consultant. The role continues to build on the KTP work and we have made improvements to the model and collected and analysed new data. I have also continued the research in the form of a part-time PhD at Bangor and the partnership has fast-tracked me into consultancy work at Lane4.

## **I WILL RECOMMEND KTP BECAUSE...**

KTP is a good apprenticeship for a career in business. The scientific rigour of the project gives you an area of expertise, which can allow you to progress quickly.

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