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Partnerships

# Graduate Case Study

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# 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. To feed the consultative group a body of positive evidence, I developed a programme of testing for cavity wall installations, collated and analysed data on risk and used theoretical computer modelling.

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

I was able to work with some really influential and high profile groups, which was a great opportunity. The KTP has also made good steps in lifting the trading restrictions for cavity wall installations, which is of significant commercial benefit for the company. A key highlight has also been strengthening the relationship between Rockwool and academia – there is a lasting legacy of my KTP.

## **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.

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

How to work in a small to medium size business. My KTP involved working closely with the MD of Rockwool which has helped to raise my profile and operate at a strategic, managerial level. Through KTP I have also benefited from numerous training courses – both technical and personal.

## **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...**

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.

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