

# PRAXISUNICO STRATEGIC DIRECTION 2015-2020

## ‘DEVELOP, PROMOTE, CONNECT’

### ⦿ PRAXISUNICO EXISTS...

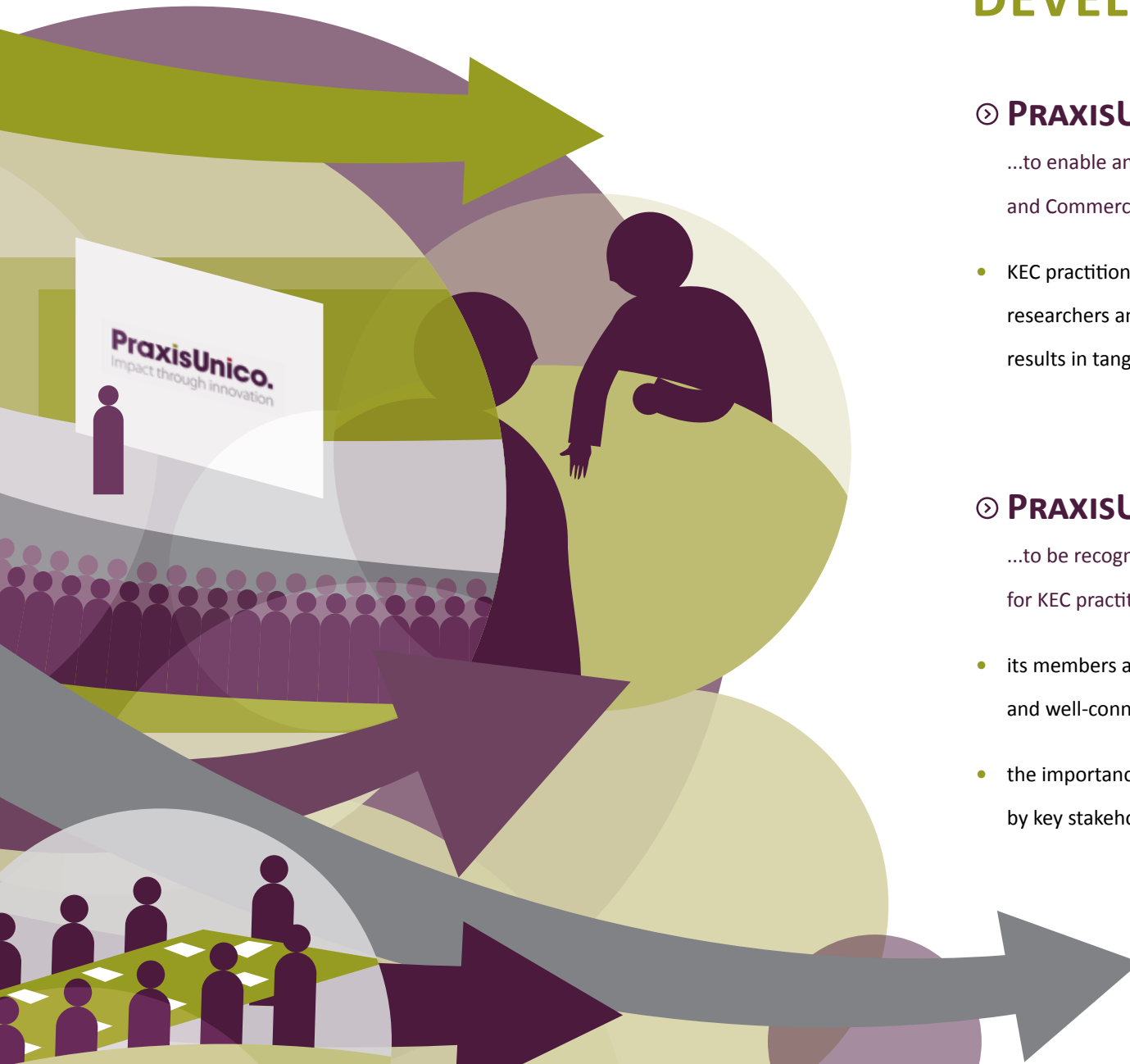
...to enable and promote best practice and impact in Knowledge Exchange and Commercialisation (KEC)

- KEC practitioners are the specialist intermediaries who work with scientists, researchers and businesses to ensure that investment in public sector research results in tangible and quantifiable benefits for society

### ⦿ PRAXISUNICO AIMS...

...to be recognised as one of the world’s leading national, professional associations for KEC practitioners, ensuring that:

- its members are among the most highly-skilled, best informed, forward-thinking and well-connected network of expert KEC practitioners anywhere in the world
- the importance of KEC activity is evidenced, understood and valued by key stakeholders



# OVER THE NEXT 5 YEARS, PRAXISUNICO WILL WORK NATIONALLY AND INTERNATIONALLY TO...



1

develop KEC sector skills within its member community and beyond:

- shape global professional standards in KEC, continuing to work with accreditation groups such as ATP to drive progress
- engage the best expert KEC practitioners to design and deliver its programmes
- deliver an expanded menu of outstandingly good continuing professional development programmes, tools and services to share professional practice
- continually enhance PraxisUnico's training programmes and materials with leading-edge thinking and case study examples
- continue to deliver bespoke training programmes as requested by KEC practitioners and national bodies from around the world

2

promote KEC achievements to its key stakeholders:

- continue to provide trusted and respected expert opinions, information, evidence and analysis about KEC activity to Government, its agencies and other key stakeholders, including the public and press
- develop and communicate policy positioning on issues of key importance for the KEC sector
- establish PraxisUnico as a leading voice for the sector, working proactively with policy-makers to suggest and influence solutions to KEC sector-related issues
- build strategic relationships with key peer organisations, to enable cohesive and strong representation of the KEC sector to stakeholders
- leverage PraxisUnico's reputation for representing best practice and its position as a professional body for KEC practitioners, to promote the excellence of KEC activity in the UK to an international audience

3

connect KEC communities of best practice:

- expand and enrich the PraxisUnico network, recruiting new members and encouraging active participation to create a dynamic, outward-facing environment for KEC
- enable PraxisUnico's member community to share best practice, in the UK and from overseas, through face-to-face interactions at annual conferences, discussion forums and online through web and email-based groups and social media platforms
- work strategically with industry partners, investors and other key customer stakeholders to facilitate mutual understanding and offer practical support for effective relationship-building through the provision of networking and round-table events and through publication of relevant supporting information and guidance

4

operate professionally, transparently and sustainably:

- ensure that PraxisUnico retains a level of financial reserves which allows it to plan for the future to anticipate and respond effectively to the needs of members
- continue to invite formal and informal feedback from members, customers and stakeholders to ensure that PraxisUnico's offering is aligned with sector needs
- ensure that governance procedures are transparent and that the PraxisUnico Board, its sub-committees and Executive team are appropriately structured and resourced to deliver the strategic plan
- review progress against the strategic plan and publish an Annual Report