

Building Knowledge Translation Capacity Through Business Relationships: Workforce Needs Strategies for Researchers

Moderator: Kathleen Murphy

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Agenda

1. Welcome and housekeeping from the KTER Center
2. Introduction to panelists
3. Overview of webinar
4. Panelist round robin
5. Question and answer period

Speakers



Sriram Narayanan
Michigan State University



Lauren Samyn
Kuehne + Nagel
Detroit, MI



Alana Anderson
Livingston Educational
Service Agency
Howell, MI



Jill Gushow
Morley Company, Inc.
Saginaw, MI

Webinar Overview

- Discuss how to establish and maintain relationships with businesses to support knowledge translation and co-development of business-relevant research products.
- Identify effective approaches to contacting businesses, including navigating gatekeepers and organizational structures.
- Discuss how trust-building influences access to data and long-term partnership success.
- Apply business insights to shape dissemination products, implementation strategies, and research questions.
- Share practical tools, such as business profiles, and how they support engagement and understanding.

Discussion Questions

Building Trust, Credibility, and Sustainable Partnerships

Key Focus: What might foster successful, long-term relationships between researchers and employers?

Aligning Research With Business and Workforce Needs

Key Focus: How can researchers and employers work together to ensure research addresses real-world workforce challenges?

Communicating Value and Turning Research Into Action

Key Focus: How can researchers effectively engage businesses and produce findings that are useful to employers?

Closing Question

Key Focus: Looking ahead, what workforce issues do you think deserve greater research attention?

Audience Question and Answer

Acknowledgements

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Kathy West-Evans with John Connelly and Maggie Koziol

Jenny Piatt with Gary Holik, Christine Roberts,
and Jacquelyn Smith

Thank you!

Any questions or comments?

What did you think?

Please share your feedback and fill out this brief evaluation:

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KTER Event Feedback Survey

<http://s.alchemer.com/s3/KTER-08-05-26-Business-Relationships>

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