‘Back to the Future’: Academic Development Business Model and ROI
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success is found in creating value (product/service/knowledge) that is useful and benefits people

To find your mission in life is to discover the intersection between your heart’s deep gladness and the world’s deep hunger.
Frederick Buechner

Scientist/Inventor
Artist – Sculptor / Creative
Cross Discipline/ Synthesiser
Educationalist

Author
(productivity & leadership)
Get Productive! – productivity tools
Get Productive Wheel™ - effective thinking system
GRID™ - work/life balance system

Coach/Talent Dev
Academic Dev Centre
Sr. Academic Org leadership
1:1 coach to top leaders
Advisor to HEIs in EU & UK

Guide/Rebbel
TEDx
Now Live Events
Times, Guardian Talent Special, Coaching @ Work, Guardian, Daily Mail, Edge, Entrepreneur
MTC Ltd
SDF London, CIPD WL L&D, AC, CMI, RSA, Ashoka, WEF

Make Time Count
In service to creators and creations (staff & students) and in the process in service to the institution – “when a man is starving give him bread”

Exercise

Develop a Business Model for Academic Development with the following constraints

• no extra money in your budget to get it going
• existing function devoted to academic development agenda
• no extra resource in terms of your L&D staff
• no interest within HR or perception of value added
• skeptical yet in need academic community
The Business Model Canvas


Fusing Heart & Logic: an approach for developing world-class academic leaders

My Vision
A new approach to leadership and academic development that delivers clear tangible improvements in academic performance and fosters a vibrant, ambitious, accountable, collaborative culture where staff can realise their career ambitions.

Objectives
1. Provide tailored development support for academic community that empowers them to realise their academic ambitions
2. Pioneer new methods and models for staff development and learning, knowledge sharing and organisational culture
3. Demonstrate the value of this approach through specific results for participants and the institution
The Business Model Canvas

Key Partners
Who do we know who might be useful?
- Creatives
- Performers
- Scientists
- Academics
- L&D practitioners
- Consultants
- HODS
- SMT
- Champions
- All Staff

Value Propositions
What can we sell?
Practical tools and career framework to help you take control and manage your career for world class excellence and leadership

Customer Segments
Who will pay us?
- People with ambition
  - Sr. Lec - Prof

Channels
How can we deliver to our customers?
- In person
- Online
- E-mail – self study
- 3rd party

Key Resources
What have we got?
- Diagnostic tools
- Tutors
- Coaches
- Mentors/Exemplars

Customer Relationships
How can we keep in touch with our customers?
- Sharepoint
- Online
- Webinars
- Teleconference
- E-mail

Impact
Targeted / Efficient / Effective Development
Vision Development
Diagnostics / Feedback

Clear Goals
Accountability
Effective Knowledge Sharing Platforms

Costs
What money will go out?
- Their time
- Logistics / rooms / catering / materials
- My time (paid for already)
- Consultants

Revenue
What money will come in?
- My IC time
- In house expertise
- £50 from each participant
- Departmental facilities

ROI
What do we need/want to make this happen?
People are happy, successful, clear of their direction, and feel equipped
- EEE - prestige
- community*

Being part of the ADC has been an inspiration. Magdalena has provided an experience that is both challenging and supportive, and being part of this group has made me see the potential of my own work in completely different ways. I have really enjoyed being part of a community of colleagues with similar issues, and developing friendships outside my own field. The sessions on writing, pitching and narrative have been especially useful. During this year I have been promoted to Professor, have received an HEA National Teaching Fellowship Award and am applying for major funding in several completely new areas. The ADC is a tremendous initiative and I hope many more people will be able to take part.

As a result of the concepts, practices and methodologies to improve my academic and personal skills that I have learnt through the ADC programme of workshops, retreats and one-to-one coaching, I have engaged in international collaboration in new areas of Respiratory Science (FluOIA, Belgium), achieved 3 publications in 2011 (two as senior author and one as first author), and have given a prestigious lecture at the largest international respiratory conference (20,000 delegates) – the European Respiratory Society (ERS, Amsterdam 2011). With Magdalena’s coaching I was successful in my application for a career award (July 2011). This is the first time the Career Development Fellowship has been awarded to Respiratory Science/Thoracic Medicine in the UK and only the second time Imperial College London has been a recipient of such an award. The ADC has been an excellent and rewarding experience for me with key productive outputs that have certainly improved my visibility in the International arena of Respiratory Science and supported my ambition to become a global leader in my research field.

I have been to many personal development courses at Imperial, and they are generally very good. However, the ADC course exceeded all my expectations. I find the most appealing aspect is that the support and help are tailored to your own goals and specific needs, rather than general advice. The activities are challenging and stimulating to define your long-term scientific vision, and hence the best strategy to achieve it. As result, improvements are seen very fast, productivity increases exponentially and papers, grants and invitations to speak at meetings and funding committees come by. The encouragement and coaching by Magdalena and her team have been fantastic and underpin the success of the programme so far. Yet, one of the positive aspects of the ADC course is to form a supporting community among the participants in which we benefit from the experience of each other. It has been extremely fun, hard working and rewarding as can be seen by my achievements. In my view, establishment of the ADC course is a very important step forward to provide staff with an integrated program to excel in their academic career. As staff excels, the returns will significantly increase the competitiveness of the Faculty of Medicine and Imperial College.

Some milestones: 1 manuscript accepted 2 in revision, 1 review article in revision, 1 interest from Nature Cell biology to review our latest manuscript - this is half written, 1 other manuscript being written (with post-doc), 1 manuscript at the stage of figure gathering. 1 Committee member to evaluate Vetsuisse Faculty Bern, Switzerland - 5 year review Mar 2012, Committee Member “Cell and Developmental Biology” of Agence Nationale pour la Recherche, Paris, France Jan 2012, Campus Dean 2011.
academic feedback so far...

ADC has given me much more confidence to go and create contacts to build my network and has already led to new international collaborations and invitations to speak at meetings outside my normal field. Peter

The ADC has given me a structured framework in which to reflect on my career and life. It has given me the confidence to attempt projects that I perhaps otherwise would have shied away from and to think much bigger than I used to, setting goals over a longer timescale. Particular practical activities that I enjoyed and found very useful were the storytelling and pitching masterclasses - I've started bringing the principles into my professional life and have already seen people responding positively to it. Since the ADC started I have submitted two papers in journals outside my traditional publication area, have started others that I plan to submit elsewhere as well and have started a monograph. Eric

The writing narrative and management courses have been so useful. The class environment is so much more dynamic and focused than conventional style development courses that we really benefit. The upcoming courses seem indispensable. Magdalena and colleagues are so direct that they really make you see things differently, often in a more simple way than before. Julian

Outstanding programme that allows you to connect with other academics and take a broad view. The leader of the programme understands academic goals and values to a 'T'. Don't (dis)miss this! Anil

The ADC has surprised me in some ways, inspired me in many ways and provides really practical help at the level it is really needed. The guidance from Magdalena and the other coaches and staff is of the highest level and brings significant intellect and experience to bear on the challenging issues I face. The ADC has also fostered a close community relationship within the cohort and I have made friendships which will long outlast the course. Some of my ADC milestones so far: Promotion to Reader, long overdue paper completed, plenary conference invitation received. Bamber
My academic career progress to date
My research performance
My teaching performance
My position within my respective field
The amount of exposure I have within Imperial
The amount of exposure I have externally
My research grant success
Number of publications I have
My general wellbeing
My work-life balance
My internal collaborations
My external collaborations
My general effectiveness of my postdocs
The performance of my PhD students
The results I obtain from the time I spend at work
The way I spend my time at the moment
My ability to manage my research group
My general efficiency and personal effectiveness

My ability to advance my position within my research field
My promotion prospects at the moment
The clarity of my academic career vision
The clarity of my research vision
The size and quality of my scientific network

Academic Performance

Avg 2 years on  Avg 2010

My overall confidence
How I manage my time
My ability to ask for what I need
Being able to turn opportunities into advantages
Being able to take advantage of key opportunities
My ability to have others understand me
My confidence as an academic
My personal awareness of key strengths/weaknesses
My ability to follow through on key goals
My ability to get things done quickly and well
My writing ability
My ability to engage with an audience at talks/lectures
The performance of my postdocs
The performance of my PhD students
The results I obtain from the time I spend at work
The way I spend my time at the moment
My ability to manage my research group
My general efficiency and personal effectiveness

General Effectiveness

Avg 2 years on  Avg 2010
Thank you for supporting my work
If I can work with you please contact me on mbm@maketimecount.com

Get Productive Wheel™: your personal key to understanding and using your mind to its full potential. 
Kogan Page

GRID™ Secret to Balance and Performance 2015

amazon

Ways to connect

mbm@maketimecount.com

youtube.com/watch?v=sBsuIAscshE