



SKILLFLUENCE

MULTIMIND CHALLENGE

A Skillfluence certificated, interactive, on-line programme that equips teams to understand and apply business analysis tools to create potential solutions for real business situations.



Suitable for:

- PhD Students
- Early Career Researchers
- Academic and Professional Services staff

Business challenges can be sourced by Skillfluence or Customer team.



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MultiMind Challenge for White Rose DTP Final Report for course delivery in October 2020

This document provides a review of participation and participant feedback for the Skillfluence 3-week *MultiMind Challenge* programme, which consisted of 4 different challenges sourced by the customer team.

This is an output-focussed programme that aims to give experience of:

- Understanding a business/industry challenge.
- Working in a team to address a challenge.
- Effectively communicate with industry representatives when discussing a challenge.
- Gaining experience in using business analysis tools to understand a challenge.
- Problem solving and consultancy.
- Presenting ideas to their team and industry contacts.

Delivery Mechanism

- Pre-session study material and 'Tools Warehouse' on the Skillfluence eLearning platform.
- Twice weekly live workshops to facilitate the problem solving and guide the groups through the challenge process.
- Opportunity to meet the challenge representative, find out more and present back to them.
- Community discussion channel - a space for groups to engage between sessions.



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The Organisations and Challenges



NNFCC is a consultancy company specialising in bioenergy, biofuels and bio-based products. The company undertakes consultancy for a wide range of organisations, including British Airways, INEOS, BASF, Braskem and NatureWorks.

How can we explore and reconcile different consumer/industry perceptions of what plastic free looks like?



Groundswell Innovation helps clients commercialise new ideas. They recently created a second entity called Global Parlez, an insight service which has a greater focus on some of the key issues facing society today. Everyone in Global Parlez is working to encourage a groundswell of activity and behaviour change by running local projects which directly contribute to United Nations Sustainability Goals.

Which organisations/sectors should we target to share insights from our community of sustainability activists?



Penrose Care, based in Hampstead, London, is England's pioneer of ethical homecare. They provide support with compassion to help support the independence and well-being of their clients, both elderly and non-elderly persons with disabilities.

How do we attract employees and retain staff in the care sector when money is not the key barrier?



East Midlands Railway (EMR) is a train operating company in England, owned by Abellio, and is the current operator of the East Midlands franchise. Their vision is to drive the East Midlands towards a brighter future, working in partnership to connect cities, support communities and create easier journeys for everyone. Over the coming years, EMR is investing £600 million bringing customer improvements to their services, trains and stations.

How can we engage existing and potential passengers around sustainability as a tool to encourage increased rail travel post pandemic?

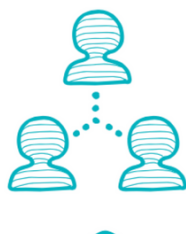




Final Report for course delivery in October 2020

Course Structure & Delivery

The four participating companies were keen to get fresh perspectives on challenges that will be integral to the growth of their business and were excited to draw on the knowledge and experience of a multi-disciplinary group of researchers.



For the participants, it offered a chance to explore new companies or industries they may not have considered working with. They learned and applied a range of innovation and problem solving tools, used their transferrable skills to get real life experience of working with industry.

There were 6 live sessions for the teams to explore their challenge in facilitated sessions:

1. Meet your team and explore/define the problem.
2. Meet your company and ask questions.
3. Ideation session to develop existing ideas.
4. Deeper dive into business and innovation tools.
5. Validation and preparing outputs.
6. Present solutions and discuss outputs.





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"I was initially thinking this was a pure academic exercise. Having engaged real company representatives to solve real problems during the training was amazing!"

Participant Testimonial

Recruitment and Attendance

Attendance 18 (baseline) | 6-week attendance rate = 96%

Final Workshop Attendance - 17

Course Completion Certificates Redeemed = 9 (50%)

Eligibility Criteria - attend 5/6 workshops and complete the pitch element.

Feedback Gathered

50% Post-course survey completion.



Participants were asked to rate how appropriate their challenge was out of 5, bearing in mind the company and subject matter ?

The average mark given was 4.6 out of 5 with all participants agreeing that their challenge was appropriate or extremely appropriate

Participants were asked if the MultiMind Challenge experience met their expectations?

100% of participants responded positively to this with 56% saying that the experience exceeded their expectations and 44% saying that the experience met their expectations

Rating of allocation process

88% of participants were satisfied with the challenge allocation process whilst 12% were neither satisfied or dissatisfied



All participants reported that the pre-study material adequately prepared them for the challenge and that the challenge topic interested them. 89% were satisfied that the process was fully explained.

When asked if they felt the company appreciated their input 67% said yes, 11% said no and 22% said they didn't know. The lower positivity is likely to be attributed to the fact that one of the companies couldn't attend the final presentation session. There were no additional qualitative responses given to describe the feedback.



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"This was a great experience. I loved the variety and quality of ideas from my group. I would love to be involved in any future initiatives like this."

Bob Padron, CEO, Penrose Care

"This was a useful exercise, the recommendations and thinking will definitely inform where we take our strategy and there may be further opportunity for the team to support and advise based on their recommendations."

Tom Gunton, Environment and Sustainability Manager, East Midlands Railway

The quotes below summarise participant feedback on the challenge experience overall:



"I would like to thank you for this great opportunity. I have improved some skills and gained more confidence and knowledge of important tools and aspects of career development outside academia."

"It s a great opportunity to work on real industry issues and with representation from those industries"

"Just to say it was an amazing experience!"

"A good opportunity to meet real businesses."

"This allowed me to explore other areas beyond academia, and provided really helpful tools to assess the challenges and develop solutions."



50% of participants said they would benefit from the course being slightly longer allowing for more time brainstorming and engaging the company.



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"The MultiMind Challenge was a great opportunity to work alongside students from various departments and areas of expertise. The challenge posed by the companies are real industry issues and it was really interesting and motivating to work on proposals that can create real impact."

Maria Fer Velazquez de la Paz, PhD student University of Sheffield

Impact of the MultiMind Challenge on Participants

Participants were presented with a range of statements to explore the impact the challenge had on their confidence in a range of areas:

- 100% of participants said participation in the Multimind Challenge has improved their confidence in understanding a business/industry challenge.
- 89% of participants said the challenge improved their confidence to work in a team to address a challenge and effectively communicate with industry representatives when discussing a challenge. 89% of participants also felt increased confidence in problem solving after participation in the challenge.
- 67% of participants feel confident in applying business analysis tools to understand a challenge. The same percentage of participants felt increased confidence in presenting their ideas to their team and also to industry representatives.
- Of those who participated in the challenge, 89% feel more confident in seeking opportunities like this in the future. 77% felt that this challenge increased their confidence to work in a business or organisation outside of academia and 56% felt that it increased their confidence in working with a business or organisation collaboratively in an academic career.



"I highly recommend participating in the MultiMind Challenge ! It is an excellent opportunity that places a high value on the personal growth of its participants, while also being able to provide them with fundamental skills necessary to revolutionise industries' challenges."

Cidila da Moura Semedo, PhD student University of Sheffield