can do, want to do, am going to do!

Prof Chris Birch
Director of the Centre of Innovation, Imagination and Inspiration
University of Greenwich, London
A little known fact is that I am an Alumnus of Wolverhampton University – 1980-83 MA in West Midlands Historical Studies ... this is very relevant ...
Let’s remember where we are!

It’s all about people … they make things happen
£55m will be allocated to c15 collaborative bids. There is a good chance that one of these could relate to graduate enterprise and entrepreneurship.

There are no formal mechanisms to find out what is going on, nor to link possible partners. *There isn't much time!* If you agree, and are interested, then let’s get together. I will then organise an event at which we can work up ideas that hopefully result in a HEIF 3 bid.

I would be pleased to talk ideas through with anyone interested during the conference.

Please contact Prof Chris Birch on

e: c.j.birch@staffs.ac.uk
t: 01785 353709
Today ...

- History
- Pedagogy
- Sociology
- Psychology
- Philosophy
- Economics
- Spirituality
- Ideology

We must focus on the journey because there is no destination

CJB
What is the purpose of a University (2013)?

- Training
- Function
- Teaching
- Research
- Business
- Education
- Freedom
- Learning
- Enterprise
- Societal
2012 figures (FSB) show nearly 4.8m businesses in the UK: Less than 7,000 employ > 250 people; only 35,000 employ 50 – 249 people. Therefore, almost all businesses employ < 50 people.

Do we recognise our own economy?!  

What if !?  

c1m students graduate pa: If 3-5% are entrepreneurial: = 30-50,000 start up’s pa!
Further Question ...

Are we slaves / beholden to the past?
Schumpeterian Economics

• Land
• Labour + entrepreneurs = action
• Capital

creative destruction through INNOVATION
If we do what we have always done, we will get what we’ve always got!

We have to innovate – **YOU** have to innovate

New **products, services, markets, processes**

It’s not an option to stand still .....
Our graduates need to be ...
They also need to be ...
Society needs our graduates to be...

- Enterprising
- Experienced
- Educated
- Engaged
- Entrepreneurial

EMPLOYABLE
The Marketing Mix

Traditional
- Product
- Price
- Place
- Promotion

Services
- Process
- Physical resources
- People

New?
- Participation
- Perception
- Personalisation
Table 3
Marketing Variables for HEIs
© C J Birch 2010
Refining the contract ...

- Skills
- Behaviours
- Attitudes
- Competencies
- Mindsets
- Society

Universities (education providers)
Different by Design

Cox called for British industry, especially the solidly run small to medium-sized enterprises which form the core of the British economy, to be 'transformed with a skilful injection of creativity.'

Cox was saying to these entrepreneurs: innovate or acquiesce to your demise.
You might find ...
The story of a cup ...
(Re)-building the 4 C’s

Multi-Dimensional Partnerships

Capacity
Capability
Credibility
Commitment

Multi-Dimensional Partnerships

Society
University
Business
Thank You