

Translating Research Into Action:

Connecting the Business of Forest
Industries to Research on Forest
Industries

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Some Caveats and Disclaimers

- The presentation is NOT prescriptive, and I will not tell you “How you should approach building connections
- The presentation is NOT descriptive, and I will not tell you, “How I have created bridges between business and industry



More Disclaimers

- There is no algorithm for connecting beyond the technical report.
- For those of you who are accustomed to precision and control, we are about to enter a messy world.
- So, What Will I Discuss?

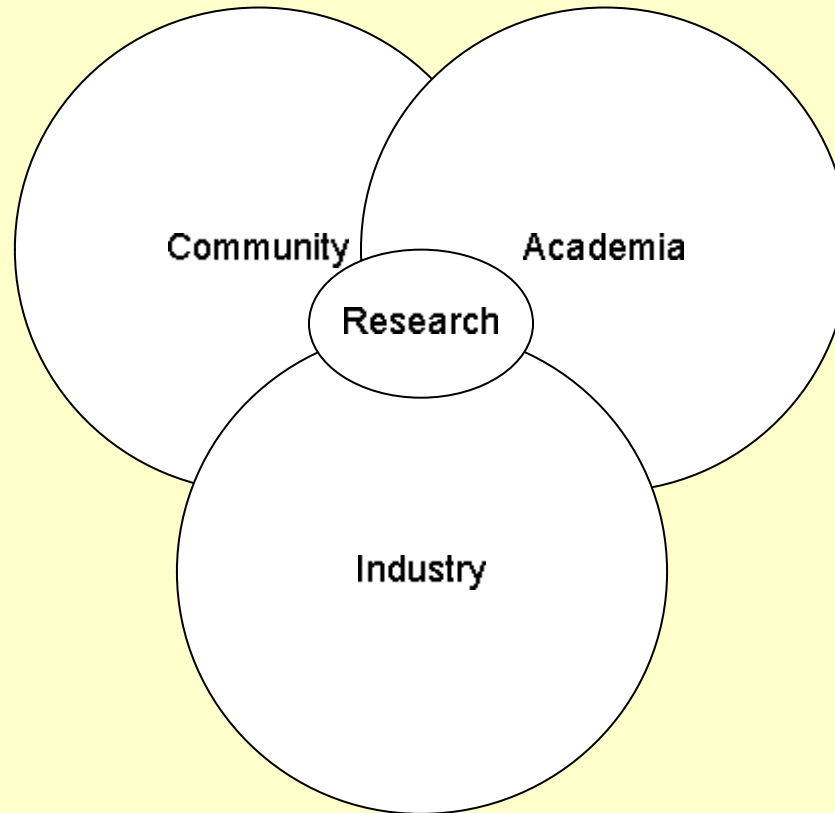


What is left to Present?

- What I will discuss is the logic that underlies cross-disciplinary, cross-setting research and ways to communicate this work to various stakeholders.
- A picture is worth many (we are told 1,000) words

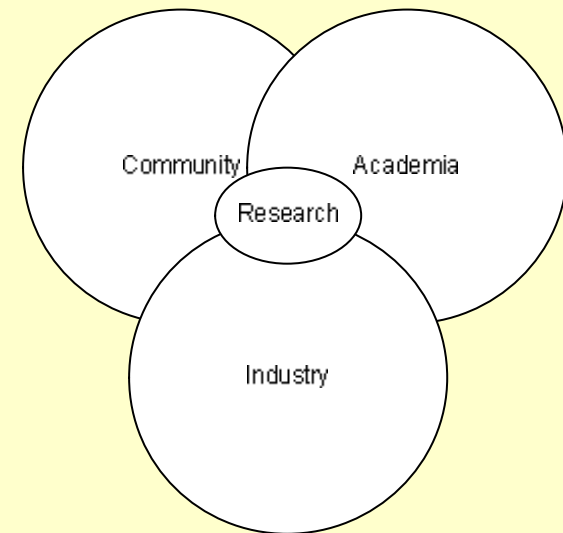


Making Connections



After viewing the picture, what 1,000 words would you use?

- Research is a product to market, and there are three stakeholders for research
- What is the meaning/value of this research to:
 - Community
 - Industry
 - Academia

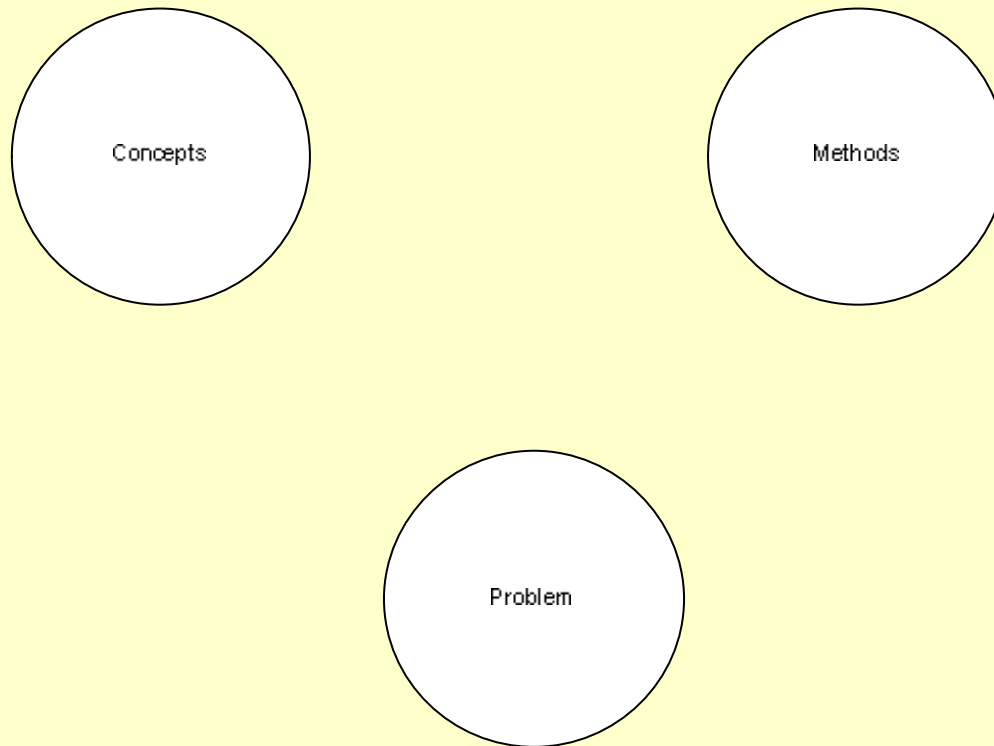


Deconstructing the Figure

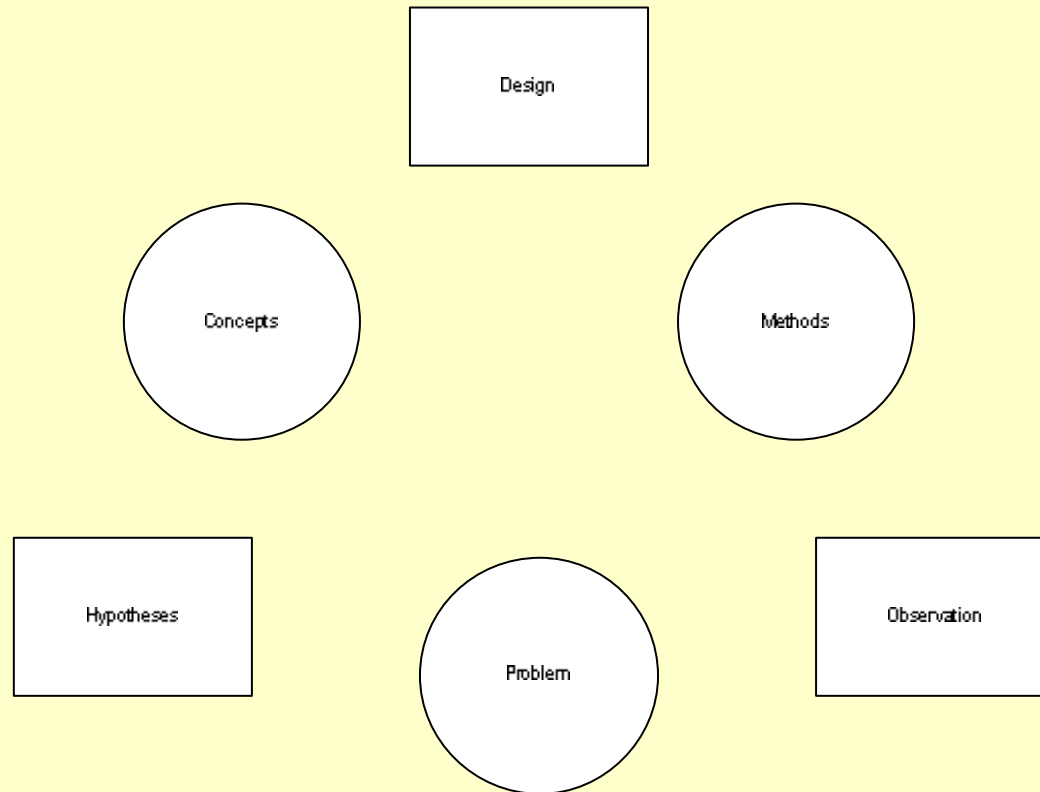
- Identifying the key components of research
- How these components reflect the values with each key stakeholder



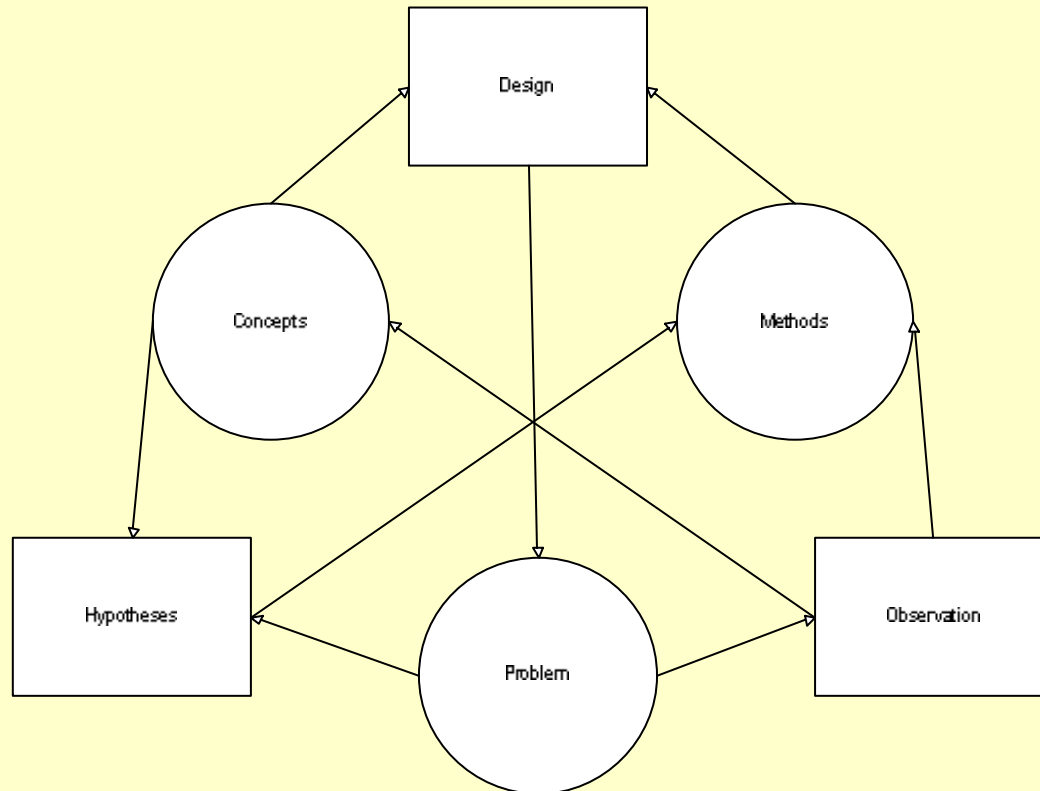
A Model of Research



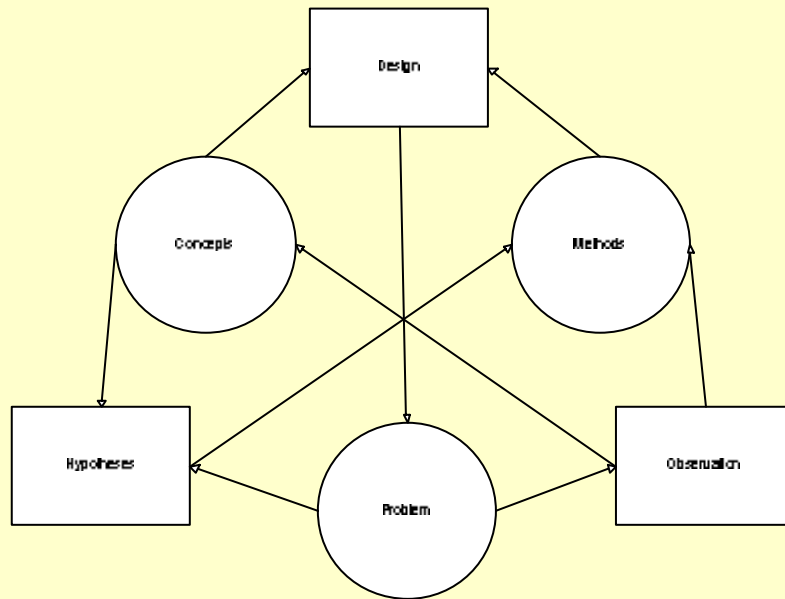
A Model of Research



A Model of Research



The Values of Research



- Industry (Applied)
 - Relevant, Problem-solving, context-specific
- Academia (Basic)
 - Rigor, Accurate, Robust
- Community
 - Improved quality of life



Connecting Business and Industry

- Breaking Down Barriers
 - Withholding value judgments
 - Engineers assessment of business
- Have Technical Report Guided by perspectives from experts in each domain
- The Value of Diversity



Summary

- Invest the resources to identify key values and goals
- Make values explicit and incorporate them into the collaboration
- Building connections requires an openness of spirit and a passion for the collaboration

