Data & Research: Working with Business - Introduction

In this module we introduce you to ways of engaging and working with business, including a range of mechanisms for generating business impact from research, from writing for trade press to presenting at an industry conference to working on a placement in a business.

Clear messaging is important for a business audience, including 'what do I want them to do to move this forward?' to generate actionable outcomes. We hear from scientists and academics who engage directly with business, either to develop new products, or better understand their science, such as the value of ecosystems, in the context of commercial and economic needs.

To be more independently entrepreneurial, we also have tips for pitching your ideas to business from a professional coach.