



***Our knowledge can help  
grow your business***



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Looking for knowledge and expertise that can help your business? Want to improve your competitiveness and increase your profitability? Drive your business forward by undertaking a Knowledge Transfer Partnership with the University of Westminster's **Business Psychology Centre (BPC)**.

The BPC offers you the chance to take advantage of a government-funded Knowledge Transfer Partnership scheme, giving you low-cost access to the knowledge and expertise that your business needs in order to grow and develop.

Knowledge Transfer Partnerships (KTP) allow you to:

- design and develop new products
- improve existing products
- streamline manufacturing processes
- improve logistics processes
- develop a new marketing strategy

## *How your company benefits*

Taking part in a KTP with the BPC will allow you to meet key strategic objectives, such as:

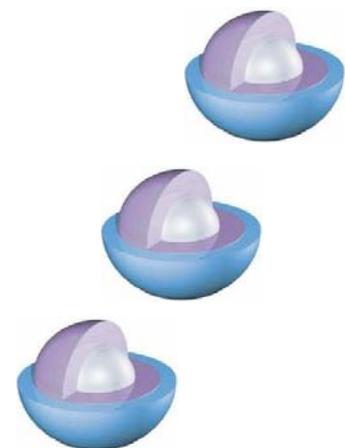
- finding innovative solutions to help your business grow
- increasing your competitive advantage
- gaining access to specialist knowledge and expertise
- accessing highly-qualified people to spearhead new projects

In concrete terms, KTPs mean:

- a government grant for research and development
- access to highly-qualified, recent graduates to spearhead company projects
- support from Business Psychology Centre staff who contribute their knowledge and expertise to the project
- access to the facilities of the Business Psychology Centre
- research and development tax credits
- Increased profitability

Almost half the companies in the scheme have not collaborated with a University before; 94% of businesses recommend the scheme to other companies.

*(Source: Lambert Review, December 2003).*



## *How do KTPs work?*

KTPs involve combining the knowledge and expertise of the Business Psychology Centre with the appointment of a talented graduate who works within your business on a strategic project for between one and three years.

The graduate is supervised by a specialist from the Business Psychology Centre and a nominated person from your business. The University handles the administrative aspects of the project.

## *Funding*

KTPs are part funded by Government, meaning that a significant percentage of the project costs are covered.

- **Small and medium-sized companies (less than 250 employees):** the government pays approximately 60% of the costs of the project. This means that for a one-year project, you will typically pay only £18,000 (in addition to any business overheads).
- **Larger companies:** the government pays 40% of the cost. The remainder of the costs are covered by the participating business.

Included in the grant is a generous budget for training and development of the graduate, equipment (e.g. a laptop PC, software, etc.), and travel.

## *Eligibility*

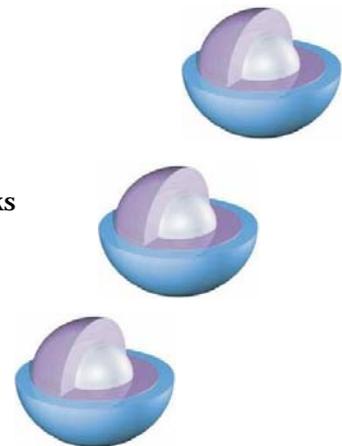
Organisations of all sizes in most industries and commercial sectors can take part. KTPs are open to companies, charities, not-for-profit organisations, education institutions and health organisations (e.g. NHS Trusts, hospitals). A number of conditions do apply:

- Companies must be financially sound and provide 3 years of accounts
- Companies must be UK-based

## *Why work with the BPC?*

The BPC has a highly qualified team with wide ranging domestic and international academic and commercial experience. It regularly works with external organisations, offering:

- consultancy services
- training
- audit & evaluation services
- a resource centre
- conferences/seminars



## ***Case Study: Insights Learning and Development Ltd.***

Insights Learning and Development Ltd. is a global learning and development organisation working in partnership with some of the most successful companies in the world. Its offering includes personality profiles, competency diagnostics, e-learning programmes and facilitator-led learning. Insights provides expert advice on a range of people development issues including personal effectiveness, team dynamics, culture analysis and transformational leadership.



This aim of this Knowledge Transfer Partnership project, carried out in association with the Business Psychology Centre, is to research current psychometrics and to develop psychometrically robust new instruments for use in leadership and personal development in the global corporate market.

For more on Insights, see [www.insights.com](http://www.insights.com).

## ***Want to find out more?***

Interested in a KTP? To find out how your organisation could benefit from working with the Business Psychology Centre, please contact:

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