



Amplifying impact: greater than the sum of our parts

NAIT's focus on cleaner energy, environment and sustainable development is exposing synergies between applied research and mid-career skills development to accelerate the energy transition and meet net zero goals

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The NAIT Effect - all about Impact

Six strategic imperatives

- **Putting innovation to work**
- The NAIT experience
- The intersection of work and learning
- Industry's most trusted partner
- Plugged-in and connected
- Sustainability and adaptability

Our promises

- Learners
- Industry
- **Staff**
- Alberta and beyond

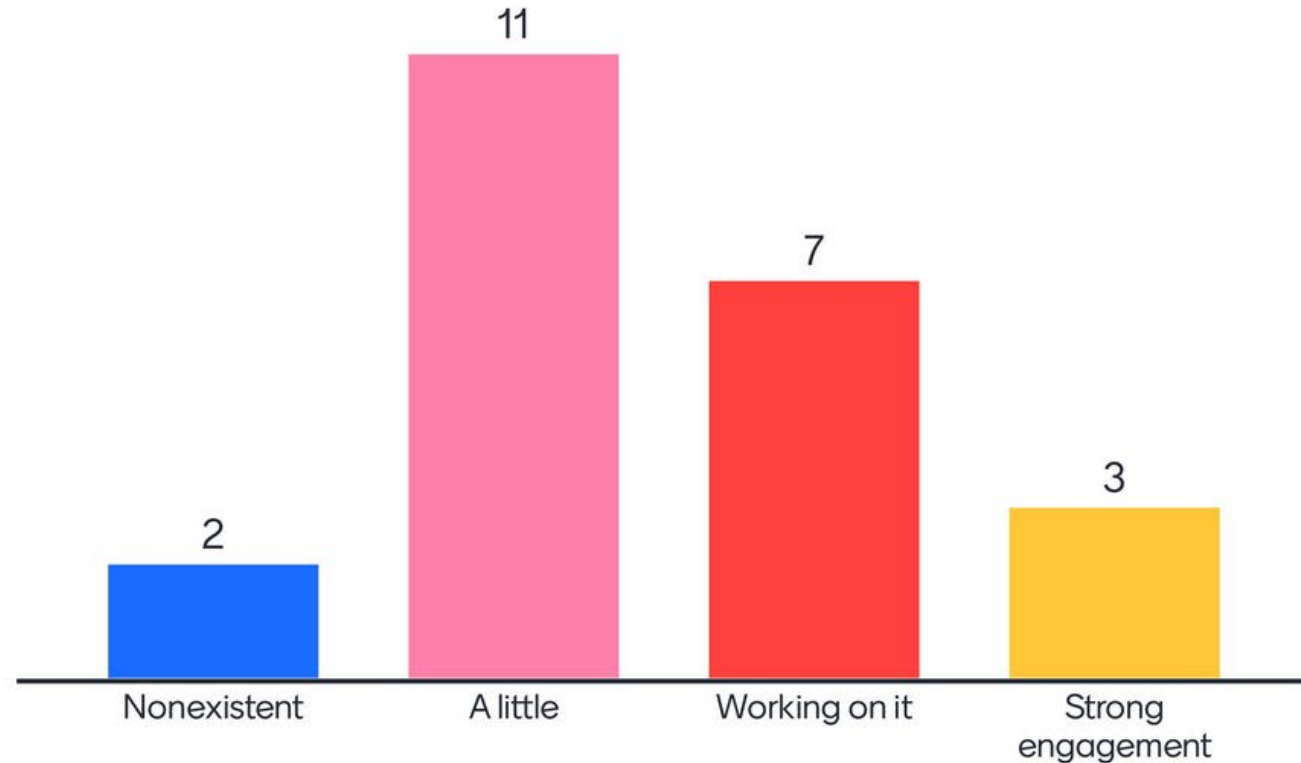




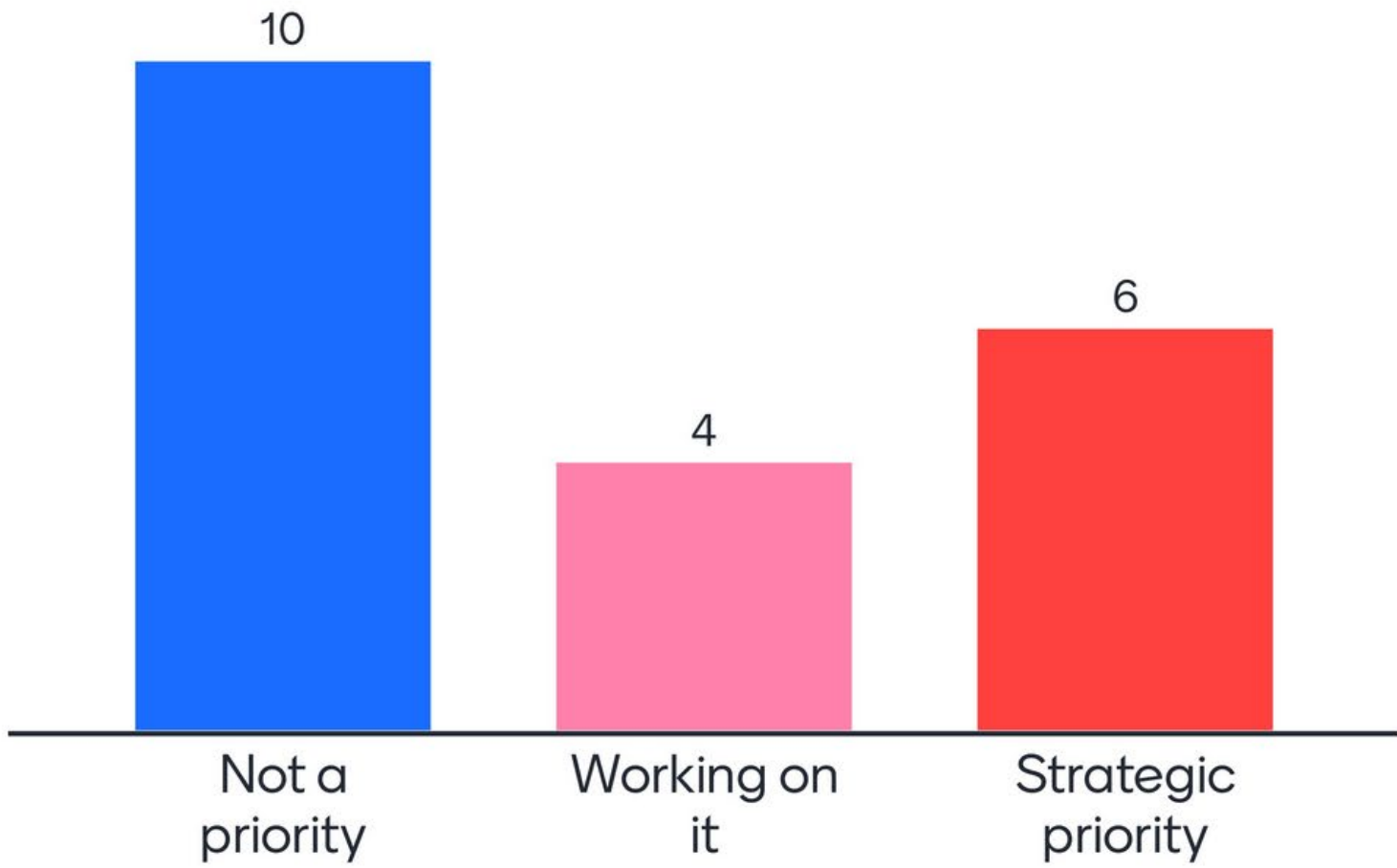
The opportunity

How might aligning Applied Research and Corporate & Continuing Education amplify NAIT's economic impact and value for our stakeholders?

Indicate the level of engagement between your institution's Applied Research Department and Corporate/ Continuing Education (or equivalent)



How intentional is your organization about aligning Applied Research and Corporate/ConEd?





How we started

We “smooshed” two vastly different departments hoping that we would:

- Integrate cultures – create one new common culture
- Develop a singular business model
- Exponentially grow our revenue :-)
- Create greater impact for our clients and partners

What we learned

Two vastly different businesses:

- Different cultures (we have found some common ground and celebrate diversity)
- Different funding models (we have taken learning from the other and exploring how to make it work)
- Different business models (funding models are influencing business models)
- Different timelines
- Different operations (structure, processes, etc.) respect the differences

Aligned work ethic

- Customer/client/partner focused
- Challenging the status quo
- Willingness and ability to be faster, more nimble, OK with failure
- Values

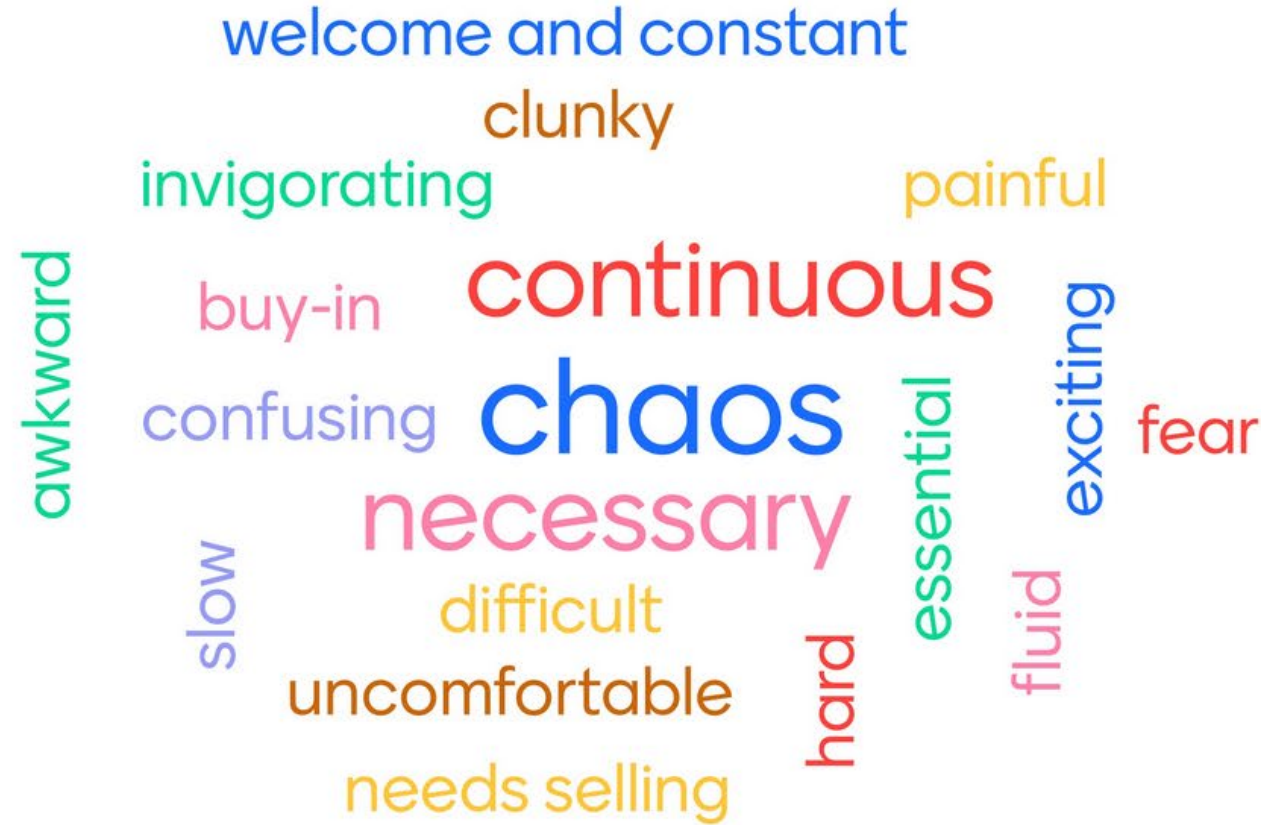


How we are transitioning: We are aligned and not integrated

- We've moved away from centralization of processes and structure that compromised the core of AR and C&CE
- While we have cultural elements in common, we also have differences, and we are embracing these versus attempting to develop a singular culture
- We are focused on people and interactions between our departments
- We amplify our shared culture for innovation to expand institutional impact
- 2 new PMs that are aligned to AR focus



In one word, describe your experience with organizational change





Aligning Our Client Data

- Sharing client information
- Surfacing opportunity
- Transparency
- We've expanded use of platform beyond AR and C&CE and have developed a pan-institutional COE to assimilate information between our areas which feeds into our values around putting innovation to work





Plastics Research



Our biggest wins

Today we are:

- A better, more impactful version of ourselves
- Committed to upskilling ourselves
- Intentionally a learning organization
- Developing a new source of learning content generation

This shows up in:

- Our client/partner experience
- The quality of our work
- Our team spirit



Next Steps

- Champion change in support of amplifying The NAIT Effect
- Set objectives that require joint accountability in order to succeed
- Continue to align our upskilling and re-skilling efforts in environmental sustainability



NAIT applied research provides services and e

