

Driving Innovation through Partnerships

An Ashorne Hill case study with Knowledge Transfer Partnerships

Knowledge Transfer Partnerships (KTPs) help businesses innovate for growth by connecting forward thinking businesses with the UK's world class knowledge bases. Right now, around 800 businesses, 100 knowledge bases, and over 800 graduates are involved in KTPs.

The Challenge

Equip Associates with Critical Business Skills.

KTP Associates work on 12-36 months long projects meaning they must integrate fast and start adding value from the outset.

KTP's challenge is to supplement their Associates' academic achievement with the critical skills, knowledge, and experiences required to make a positive early impact, and drive their projects forward in diverse business environments.







The Solution

Bespoke Blended Learning Programme.

KTP chose Ashorne Hill management college, specialists in early career development, to help fast-track the professional growth of KTP Associates. In response, Ashorne Hill designed a bespoke blended-learning programme which addressed the unique needs of many cohorts of KTP Associates.

The Blend

The blend included a wide range of features especially designed to embed learning. Here are just a few examples:

 ONBOARDING WEBINAR	 VIRTUAL CLASSROOMS	 PSYCHOMETRICS
 2 x 2 DAYS RESIDENTIAL	 EXPERT FACILITATION	 EXPERIENTIAL LEARNING

Digital Learning

Associates attend an onboarding webinar, and undertake digital learning in bite sized chunks before module one and two.

The digital learning provides a fantastic platform for Associates to become familiar with the topics, complete psychometric assessments, and build enthusiasm for the programme. This preparation means face-to-face events focus on experiential learning activities and application of skills.





Face-to-Face Learning

After Associates complete the digital learning, module one continues in-person at Ashorne Hill.

Module one introduces Associates to models of teamwork, communication, influence, motivation, project management and leadership, carefully curated for their relevance and transferability. Each topic is brought to life with rich dialogue and experiential activities to fully embed the learning.

Module two builds on the strong foundations of module one, as Associates immerse in a business simulation designed to strengthen their commercial acumen. Over the course of module two, Associates make financial, marketing, and other business decisions in a series of competitive rounds.

Snapshot

-  Ashorne Hill has delivered the KTP programme to **30 cohorts**...and counting
-  700 Associates have **completed** the KTP Programme at Ashorne Hill.
-  120 days of **face-to-face** learning
-  Approximately 4,900 hours of **digital learning**

The Outcomes

>93
%

Greater than 93% satisfaction EVERYTIME - top scores in enjoyment, experiential activities, knowledge, delivery and clarity.

60
Accept jobs

Stepping up - 60% of KTP Associates accept a job in their host company

Really made a mark on me – Exceeded expectations

"I have never received such great training, the applied exercises were FANTASTIC, really made a mark on me and caused me to reflect on my thinking and behaviour. Overall AMAZING, exceeded expectations."

Joanna | KTP Associate

Energised and more confident in my position.

"I've had a great time. I have felt/enjoyed a real sense of belonging as part of the KTP programme. Ashorne Hill is a fantastic facility and venue for this training.

The training itself has been a high standard throughout - delivered in a very friendly and professional way. I'm going back to my role feeling energised and more confident in my position."

Emilia Safe | KTP Associate

Helped me to master the essentials to achieve my project outcomes.

"The amazing modules and activities helped me to quickly master the essentials needed to achieve my project outcomes. Thank you for making this training an incredible experience."

Frank Fotso, AI Application Expert | KTP Associate

Vital for anybody who wishes to improve their personal characteristics.

"Everything was good. I found this course vital for anybody who wishes to improve his or her personal characteristics. The trainer was so kind and knowledgeable, and I could take away what I wanted from this course."

Muhammad Naser Norouzifer | KTP Associate

Not just churning out information, but making it come to life.

"Really enjoyed the course and the activities were a really useful way to see models/skills we were learning in action (good way to reflect). The learning experience was enjoyable...it wasn't a case of just churning out information but making it come to life."

Lauren Smith | Business and Culture Transformation Lead | KTP Associate.

Eager to apply the strategies on my project.

"Thank you very much for all the effort you have put in, it was very enjoyable, engaging, and useful. I learned a lot and I am eager to apply the strategies and key points on my project."

Pelin Ekdi | KTP Associate



"Ashorne Hill has helped hundreds of KTP Associates build the skills and confidence they need to be successful in their projects. We look forward to developing our partnership in the future."

Richard Lamb | KTP Manager

Book a discovery call to find out how Ashorne Hill can help you meet your goals, or call us on +44(0) 1926 488 012.