Welcome!

Transport Research at Monash Workshop
What is the Transport Research at Monash Workshop Concept?

1. A tangible implementation of the University’s strategic initiative of ‘Multi-disciplinary Research’

2. Establish and develop the transport multi-disciplinary research agenda

3. Conceiving, developing and supporting a vehicle which will support 1, and 2 above, AND will improve the Monash Transport value proposition when pitching for new funding
Why hold a Workshop?

- A concept like this is only going to be as successful as its participant community makes it.

- The concept must result in the Monash Transport Research Community saying:
  - Yes this is something to do...
  - Yes I want in...

- Two adages:
  - Any ‘Strategy is only as good as its best Execution’
  - The Proof is in the pudding

- Concepts, structures, ideas need real life people and initiatives to both test and develop them
Workshop Objectives

1. Why do this? Who are our Stakeholders and how will this add Value to them?

2. How will we establish communications with our stakeholders and how will we develop ways to maintain them?
   - Who, What, and How

3. What structure would best initially support Transport Research at Monash
   - Who, What, How and When

4. Set a target and key actions, for getting 1 or 2 initiatives going – Suggestions welcomed!
   - Test this structure against 1, 2, 3 & 4 above
Objective 1: Why do this?

- In order to work this concept has to ‘work’ for all its stakeholders.

- In order to survive and win, this concept has to deliver greater benefit to its stakeholders than that delivered by its competition [for custom or resources].

- We will start this concept from a position of ‘what do the stakeholders want’ rather than ‘what does this community produce’.

- We can then develop the organisation and its offerings to service its stakeholders.
Objective 1: Stakeholders

- Which Individuals and groups can influence the Monash Research Community?

- What are their expectations from being involved with the Monash Research Community?

- Why is the Monash Research Community important to them and how important is it?

- In this case define your ‘customer’ and make sure ‘customer’ is your primary stakeholder
Objective 1: Value Proposition

- A **Value Proposition** is an assessment of the benefits that are valued by a particular group for a particular offering:
  - What are the benefits the stakeholder desires
  - What value does the stakeholder place on each of those benefits
Objective 2: The Message and keeping it relevant and valuable

- Remember we want Transport Research at Monash Workshop participants to:
  - Appreciates how it adds value
  - Want to be involved
  - Develop over time
  - Stay through turmoil
  - And operate across multiple opportunities / initiatives
Objective 3: Structures

• It is next year, “draw” what Transport Research at Monash looks like? What kind of initiatives have passed through it?
  – You might like to start the ball rolling by thinking about its purpose, size, scope, products, markets, capabilities, culture:

• Can we give it a one-liner “Survival Intent” to give us direction?
Objective 4: Some Actual Initiatives

- Lets pick some low hanging fruit, or some readily available initiatives to test our models on …

- See if you can test your model with both simple initiatives and complex ones… try and make these initiatives real life ones…
Optional Output: Thinking Strategically

- If your syndicate gets time, we may make some directional movements into the world of strategy, planning and architecting...for the Transport Research at Monash concept.
VISION/STRATEGIC INTENT/BHAG

• It is the year 2009, “draw” what does Transport Research at Monash look like?
  – You might like to start the ball rolling by thinking about its purpose, size, scope, products, markets, capabilities, culture:

• Can we give it a one-liner “Strategic Intent” to give us direction/ uniqueness/ emotion?
Housekeeping

• Timelines
  – 9:00 to 10:30  Body of your work
  – 10:30 to 11:00  Morning Tea
  – 11:00 to 11:45  Round off your work
  – 11:45 to 12:30  Group Reporting and Discussion
  – 12:30 to 1:00  Summary of outcomes
  – 1:00  Lunch