



# HOW CAN T2 OFFICES SHOW A MORE DIRECT ROI AND TIE BACK TO LAB'S MISSION SPACE & CORE PROGRAMS

*It's interactive – make sure you  
download the meeting app*

11AM-12PM WEDNESDAY



2019  
ORLANDO



# PARAPHRASE

How to make your T2  
practice more relevant  
and valuable to the lab.



# PREMISE

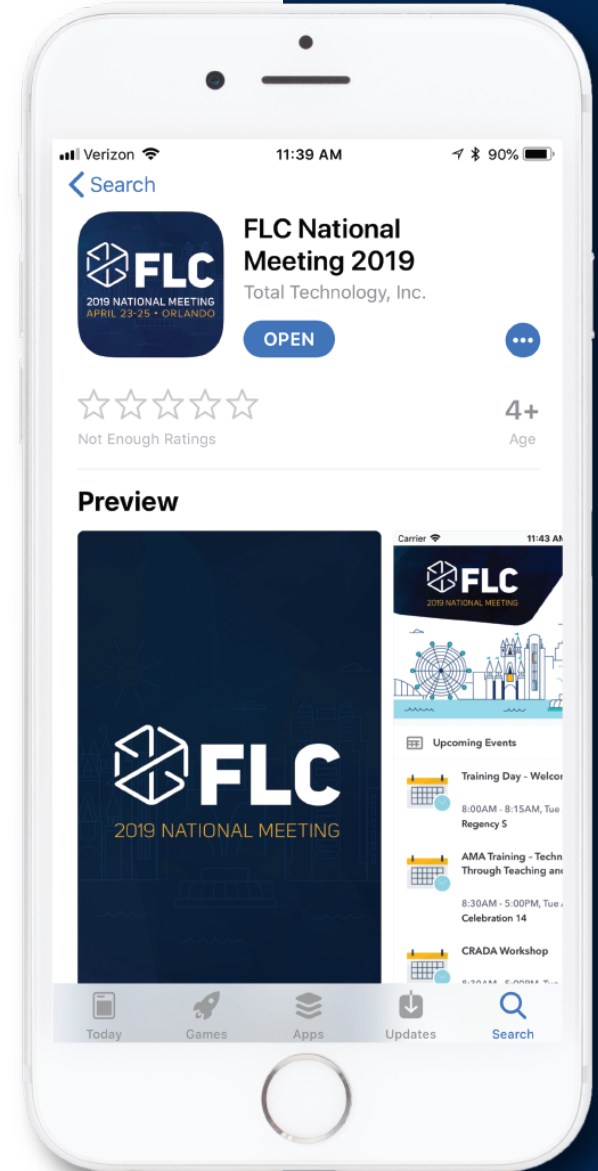
If your T2 shop is relevant and valuable, then ROI isn't a question.



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*Participate in surveys and polls  
through the app during the meeting!*





# BLUF

1. YOU AREN'T ALONE! Most EVERYONE struggles with this!
2. Answer fairly simple! Doing is mighty hard.
3. Align T2 to what the lab values and communicate it in their language!



## **QUESTION #1**

**POLLING  
SLIDE**

**If your T2 shop is relevant and valuable, then ROI isn't a question.**

- Agree
- Disagree
- Not that simple



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: If you T2 shop is relevant and valuable, then ROI isn't a question.**



## **QUESTION #2**

**POLLING  
SLIDE**

**Is ROI a major issue, concern, and/or driver for your lab's T2 office?**

- very much
- Yes
- A little / sometimes
- Not at all





## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Is ROI a major issue, concern, and/or driver for your lab's T2 office? Literal view of ROI**



## **QUESTION #3**

**POLLING  
SLIDE**

**Does your lab's leadership view the T2 capability as a valued enabler to its mission?**

- Very much (fully embraced)
- Yes but room to improve
- Not nearly as much as it could
- Not at all



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Does your lab's leadership view the  
T2 capability as a valued enabler to its  
mission?**



## **QUESTION #4**

**POLLING  
SLIDE**

**Do you (T2 Professional) see T2 as still having a lot more utility for helping your lab?**

- Very much (significantly more to offer)
- Yes, some
- Not really, we're in a good place



## *Live Content Slide*

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**Poll: Do you (T2 professional) see T2 as still having a lot more opportunity for helping your lab?**



## **QUESTION #5**

**POLLING  
SLIDE**

**Compared with 3 years ago, are things:**

- Better
- About the same
- Worse



## *Live Content Slide*

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**Poll: Compared with 3 years ago, are things:**



## **QUESTION #6**

**POLLING  
SLIDE**

**Which area does your T2 office spend the most resources (time and energy) on?**

- Commercialization of innovation (licensing)
- Collaborations with non-Federal entities (non-licensing)
- A blend (close to 50/50)





## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Which area does your T2 office spend the most resources (time and energy) on?**



## **QUESTION #7**

**POLLING  
SLIDE**

**Is COMMERCIALIZATION (licensing) a major and acknowledged mission of your agency and lab?**

- Yes
- Somewhat
- No



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Is COMMERCIALIZATION (licensing) a major and acknowledged mission of your agency and lab?**



## **QUESTION #8**

**POLLING  
SLIDE**

**Is COLLABORATIONS a major and acknowledged enabler of your lab's mission?**

- Yes
- Somewhat
- No



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Is COLLABORATIONS a major and  
acknowledged enabler of your lab's  
mission?**



## **QUESTION #9**

**POLLING  
SLIDE**

**Do you know what your lab values the most AND where T2 could be a major contributor?**

- Yes and we're engaged there now
- Yes but we're not really engaged yet
- Kinda know but not sure
- No, T2 does its own thing



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Do you know what your lab values  
the most AND where T2 could be a major  
contributor?**



# HOW LABS TYPICALLY COMMUNICATE WHAT'S IMPORTANT, WHAT'S VALUED:

- What they have in writing.
- What they say in public and privately.
- What they show visitors to the lab (tours).
- What they measure internally, regularly.
- Where resources are applied.





## **QUESTION #10**

**POLLING  
SLIDE**

**Are you aligned to what is important to your lab?**

- Yes (I'm really proud of myself the T2 office!)
- Kinda but more work is needed
- Not really, a lot more work is needed



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Are you aligned to what is important  
to your lab?**



## **QUESTION #11**

**POLLING  
SLIDE**

**What is the biggest NEXT STEP you need to take to better align the efforts of T2 to what the lab values?**

- Research and understand what they value
- Develop the message (quantitative and qualitative story) on how T2 helps the lab's mission
- Learn more on how T2 can help the lab's mission



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: What is the biggest NEXT STEP you need to take to better align the efforts of T2 to what the lab values?**



## **QUESTION #12**

**POLLING  
SLIDE**

**How can FLC best help you in this area (pick most impactful)?**

- Education and training (aligning and communicating T2)
- Success stories (best practices on how others have done this)
- Big picture context (Federal, agency, etc. information, trends)
- Communication Playbook on Aligning and Communicating T2 at your lab
- Other?



## *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: How can the FLC best help you in this area?**



# Q&A

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QUESTIONS!

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