



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

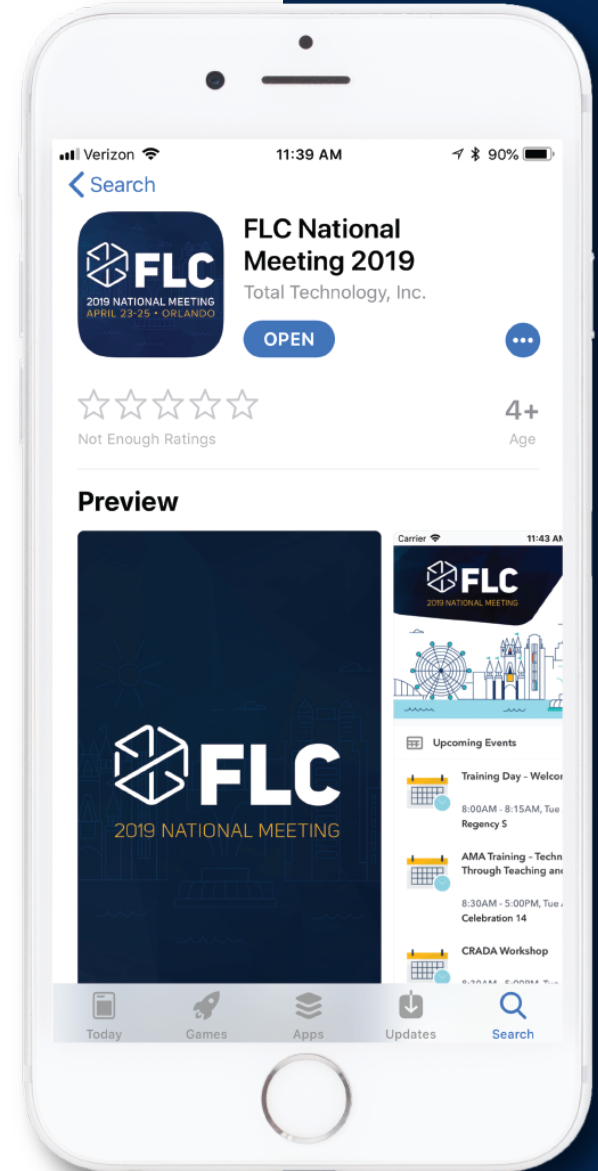
If your T2 shop is relevant and valuable, then ROI isn't a question.



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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



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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



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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



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**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



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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



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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)



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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



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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



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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



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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



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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?



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



Q&A

WE'RE TAKING
QUESTIONS!

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