

Strategy Mapping Instrument

Aim

The Strategy Mapping Instrument helps you get an overview of the strategy for connecting research and education. The tool is best applied among groups of middle and higher-level management in universities.

Mapping the strategy

There can often be different ideas of how best to connect education and research. In the research department HERI, we found that some strategy ambitions are written down very densely, but that many ideas are rarely discussed or written in documents. These ideas include: which areas are a priority for teams, and what is the rationale behind making a change?

For example, there might be a need in a team for students to conduct research, or to increase collaboration between educational programmes and the professional field. The focus of strategy is often on the aims (*what* you want to achieve). But other aspects of planning are often missed, such as *why* these aims need to be achieved, or *how* these aims can be reached. Making the 'why', 'what' and 'how' explicit and relating them to each other helps make effective changes that last.

To help fill in these gaps, the tool can be used to map the current strategy of a university, faculty or department.

