KMO’2006
June 13th 2006

Communicating Technology to the Toolmaking and Allied Industries

Scott Phillips - GTMA

Need to offer ‘more’ than their competitors
Many-to-one-to-many mechanism

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SWOT Analysis

<table>
<thead>
<tr>
<th>Strong supply chain links</th>
<th>Small team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration</td>
<td>SMEs &amp; ‘micro’ SMEs</td>
</tr>
<tr>
<td>‘Vocal’ members</td>
<td>Lack of equipment</td>
</tr>
<tr>
<td>Online community</td>
<td>Time</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Inappropriate contacts</td>
</tr>
<tr>
<td></td>
<td>Lack of participation</td>
</tr>
</tbody>
</table>
Technical Briefings

Gathering

Feedback

Assessment

Steering Group

Publishing and Distribution

Review and Modification

Formatting

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- Administrator and trainer
- Central registration
- Section by section
- Face-to-face
- Empathy and trust
- Creating a need
- Track usage to modify service
Future Work

- Put theory into practice
- Information mining software
- Maintenance for continued need
- Parameters
- Expand sources of information
- Micro-community → larger community

Conclusions

- Strategy has two components
- Technical Briefing
- Online community
- Service should offer ‘more’
- Still some way to go…
Acknowledgement

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