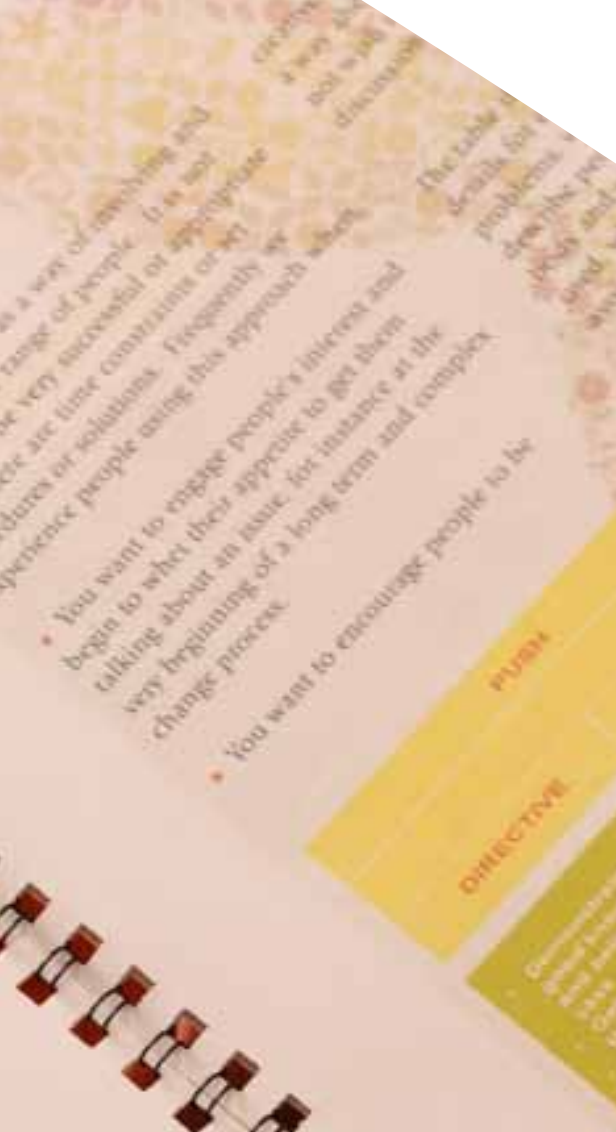


Ashridge Research



ASHRIDGE



“Our research has informed the design of new programmes, provided content for new sessions and the way in which our faculty work... to ensure maximum reception, retention and application of learning.”

Research Manager

A message from Vicki Culpin, Research Director

The overall mission of Ashridge is to improve the practice of managers – and this too is the focus of the Ashridge research strategy. Research at Ashridge aims to make a positive impact both upon management practice and management learning. There are six Research Centres within the research portfolio and each focuses upon a specific strength of Ashridge:

- Ashridge Centre for Research in Executive Development
- Ashridge Strategic Management Centre
- Ashridge Centre for Business and Sustainability
- Ashridge Leadership Centre
- Ashridge Centre for Coaching
- Ashridge Centre for Action Research

Through conducting highly relevant yet rigorous research of both a quantitative and qualitative nature, faculty are able to generate knowledge, insights and distinctive points of view which translate into delivery of a superior client experience.

Autonomy and individual creativity are fundamental to the way Ashridge operates. Faculty have specific interests, experience and ambitions and this applies as much to their research as it does to their teaching and consulting. This dynamic and innovative research community conducts and publishes research, creating value by:

- Enhancing the relevance and quality of teaching material used with clients
- Enhancing the learning experience in the classroom
- Providing thoughtful, challenging and innovative ideas to improve the practice of managers.

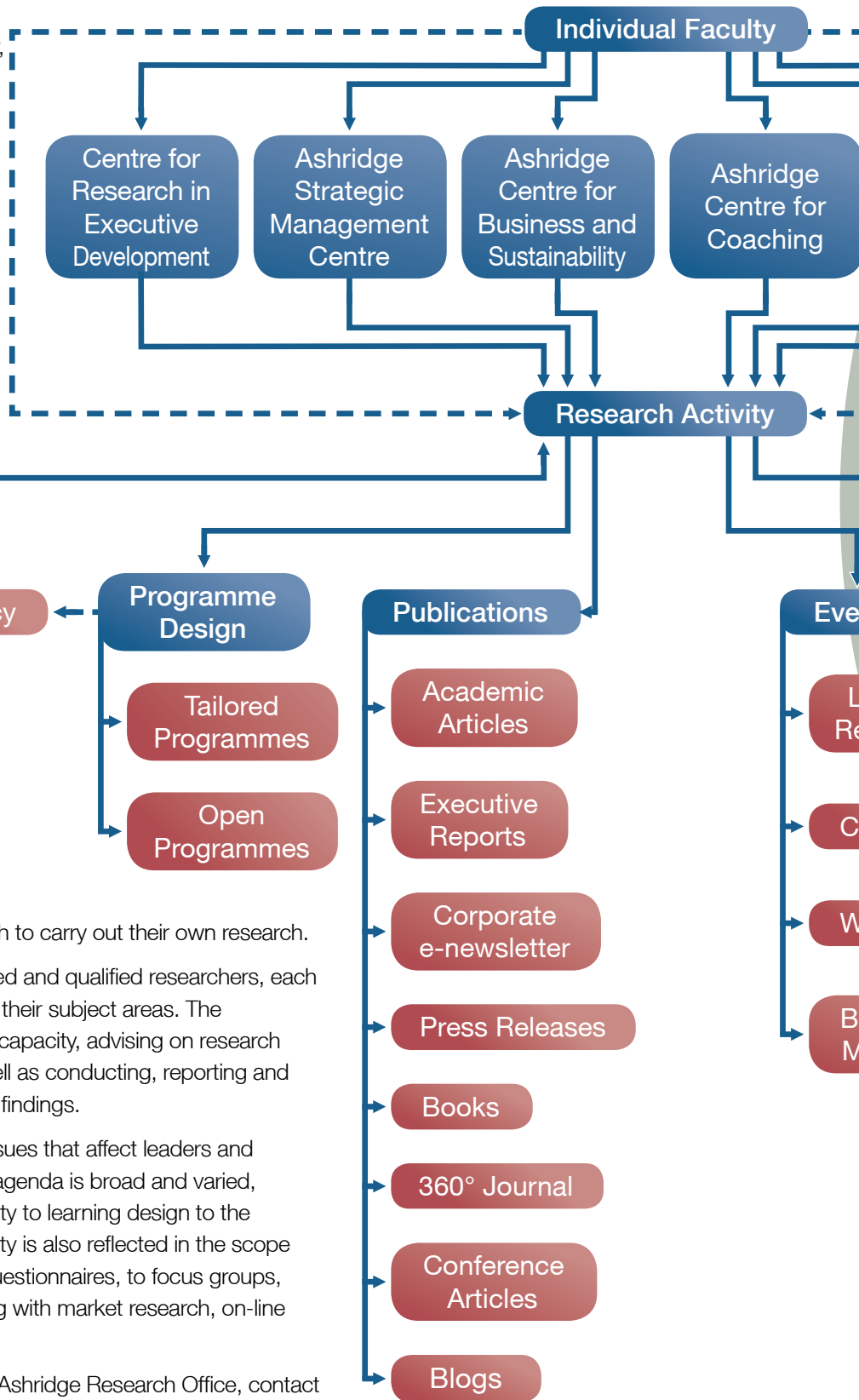


Research Office

Structure of Research

Combining the best of a business school with an innovative organisation consultancy, Ashridge works with organisations and individuals from around the world, on a broad range of learning and development needs. Research plays an important role in supporting all of Ashridge's work and at the heart of this is the Research Office.

The Research Office collaborates with faculty, participants and Ashridge's five specialist research centres to coordinate, conduct and promote relevant, up to date and applied research.



We also work directly with clients who wish to carry out their own research.

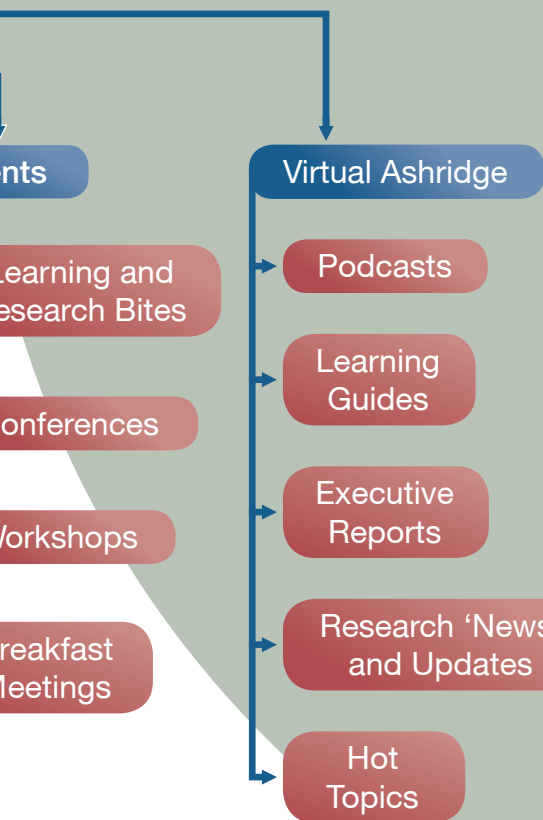
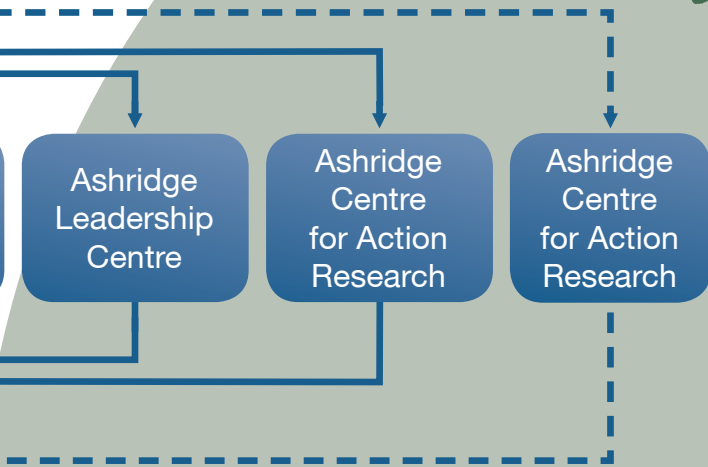
The core team consists of dedicated, skilled and qualified researchers, each of whom provides specialist knowledge in their subject areas. The researchers can also act in a consultancy capacity, advising on research design, methodology and sampling, as well as conducting, reporting and analysing both quantitative and qualitative findings.

Ashridge's research focuses on the real issues that affect leaders and organisations, ensuring that the research agenda is broad and varied, yet relevant. Topics range from sustainability to learning design to the development of future leaders. This diversity is also reflected in the scope of projects, which vary from small scale questionnaires, to focus groups, interviews and observational studies, along with market research, on-line surveys and experimental design studies.

For more information on working with the Ashridge Research Office, contact the Research Manager on: +44 (0)1442 841170.

To see a sample of current and recent research projects, please visit www.ashridge.org.uk/research

www.ashridge.org.uk/research



Research at Ashridge is more than just an academic exercise; our research is driven by the needs of our clients and the results feed back into the Ashridge community in a number of ways.

In the classroom

Our clients and programme participants benefit from the latest research findings, which inform our teaching practices and learning materials.

Programme design

Our research into how individuals learn, develop and transfer their learning helps our faculty to design and deliver programmes that have real value for organisations and individuals.

Publications

In addition to Ashridge’s own publications, our faculty contribute to a wide range of academic and practitioner journals, as well as newspaper articles, conference papers and reports. These can be accessed through our website: www.ashridge.org.uk/publications

Events

Ashridge research is regularly presented at conferences here in the UK and internationally. For details of current and future events, please contact the research office.

Virtual Learning Resource Centre

The latest research news, updates and executive reports can be found at www.ashridge.org.uk/vlrc, along with podcasts, ‘hot topics’ and Ashridge Learning Guides.

“We are translating the latest findings into learning principles, practices and products that will help our faculty design and deliver state-of-the-art interventions”

Research Fellow

Research Centres

There are six research centres at Ashridge, each focusing on particular areas of management practice and learning.

Centre for Research in Executive Development (CRED)

The Centre for Research in Executive Development aims to improve the practice of executive development by researching processes important to learning, including learning transfer, evaluation of learning, return on investment and designing learning for the individual.

Research from CRED feeds directly into programme design and the classroom experience, ensuring that all our participants and students benefit from the latest Ashridge research.

Ashridge Strategic Management Centre (ASMC)

The Ashridge Strategic Management Centre is based in London and is a recognised authority on the strategic management issues faced by large organisations. ASMC works closely with its member organisations to ensure that its research agenda has practical relevance and applicability – for instance, examining why so many strategies and strategic decisions fail.

In addition to the many books, articles and other publications, ASMC also offers a suite of open executive education strategy programmes at Ashridge.

Ashridge Centre for Business and Sustainability (ACBAS)

Issues of sustainability are becoming increasingly important in the business world; the Ashridge Centre for Business and Sustainability concentrates on research, consultancy and best practice in the areas of leadership and change for sustainability.

ACBAS works across Ashridge and with a broad range of external partners to support education and consulting work.

Ashridge Leadership Centre (ALC)

The Ashridge Leadership Centre provides insights into the challenges and issues that face practising leaders across all sectors. Its research includes longitudinal studies on developing leaders, the characteristics and challenges of both public and private sector leaders and research into the effects on leaders of the changing economic climate.

Ashridge Centre for Coaching (ACC)

The Ashridge Centre for Coaching works with coaches and client organisations to develop and embed coaching skills and culture. This centre of excellence for coaching has a prolific record of publications and its research agenda ensures that Ashridge coaches continually refresh and develop their approach, maintaining the highest possible standards.

The Coaching concentrates its research mainly on change through coaching, and how this change is achieved. Much of this research informs the *Ashridge Masters in Executive Coaching*.

Ashridge Centre for Action Research (ACAR)

The Ashridge Centre for Action Research works across Ashridge to support clients, staff and students in undertaking action research, offering action research resources and examples of good practice. It runs events and seminars which bring together action researchers from within Ashridge and outside, conducts action research projects and is developing a working paper series to highlight the research work of participants on the Ashridge MSc in Sustainability and Responsibility, the Ashridge MSc in Organisational Consulting and the Ashridge Doctorate in Organisational Change.



(n = 99)
Industry Sectors: Agriculture

ISTJ n = 24 24.2% SSR = 1.77	ISFJ n = 1 1.0% SSR = .08	INTJ n = 1 1.0% SSR = .08
ISTP n = 9 9.1% SSR = 1.42	ISFP n = 0 0% SSR = 0	INTP n = 1 1.0% SSR = .31
ESTP n = 6 6.1% SSR = 1.05	ESFP n = 3 3.0% SSR = .34	ENTP n = 1 1.0% SSR = .31
ESJ n = 17 17.2% SSR = 1.65	ESFJ n = 2 2.0% SSR = .16	ENTJ n = 1 1.0% SSR = .31





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