Bridging the Solitudes: Understanding the Cultural Divide

A Knowledge Exchange Agenda for the Canadian Council on Learning

November 16 and 17, 2006
Victoria, B.C.

CANADIAN COUNCIL ON **LEARNING** CCL CCA CONSEIL CANADIEN SUR **L'APPRENTISSAGE**

Overview:

- **Defining KE**

- **KE at the CCL**

- **Lessons Learned**

Defining Knowledge Exchange

Knowledge exchange is an interaction between relevant stakeholders on a specific issue or set of issues designed to get the right information to the right people at the right time and in the right format so as to influence decision-making.

In other words it is about bringing evidence together with people to change behaviour.

Knowledge Exchange

- **What is the right information?**

- **Who are the right people?**

- **When is the right time?**

- **What is the right format?**

Knowledge Exchange

Processes (building bridges):
- **Relationships**
- **Communication**
- **Content (knowledge) sharing:**
  - **Dissemination**
  - **Transfer**
  - **Translation**
  - **Mobilization**

Implications

- ## Know up front, who you're trying to influence
  - **Politicians, policy makers, general public, service deliverers**

- ## Know up front what you are trying to influence
  - **policy, legislation, behavior, awareness, etc**

- ## Relationship building
  - **With other stakeholders**
  - **With funding agencies**

- ## Timeframe

Understanding the cultural divide

- **Research Culture:**
- **Academic language**
- **Academic values**
- **Academic outputs**
- **Academic timeframes**
- **Academic Norms**
- **Academic rewards**

- **Policy Culture** (or other) :
- **Language**
- **Values**
- **Outputs**
- **Timeframes**
- **Norms**
- **Rewards**

Building the "bridge"
(The "how" of Knowledge Exchange)

1. Time and timing

2. Dialogue (communications)

3. Developing common values, norms and OBJECTIVES

4. Respect each others orientation

5. Need for commonly agreed to "structure"

6. Knowledge Brokering

The Canadian Council on Learning

The CCL is a national, independent, and non-profit corporation that is committed to improving learning across the country and across all walks of life.

- **Vision**
- **Mission Statement/Strategic Goals**
- **Functions**
- **Structure**

Knowledge Exchange at the CCL

- Evidence Production (M&R, R&KM)
- Gathering and organizing evidence
- Knowledge Centres
- Corporate KE
- KE RFP
- Outputs to date

Conclusion

Getting the right information to the right people in the right format at the right time so as to influence decision-making.

This requires:

- **Common Culture (relationship)**
  - Common language
  - Common values
  - Common objectives
  - Trust
- **Clear understanding of desired impact**
- **Don't underestimate**
  - Time required
  - Resources
  - Process