



Reputation and the Communications Leader

Terry O'Connor
Head of Communications

Why

Pourquoi

Γιατί

Почему

Varför

Proč

Por que



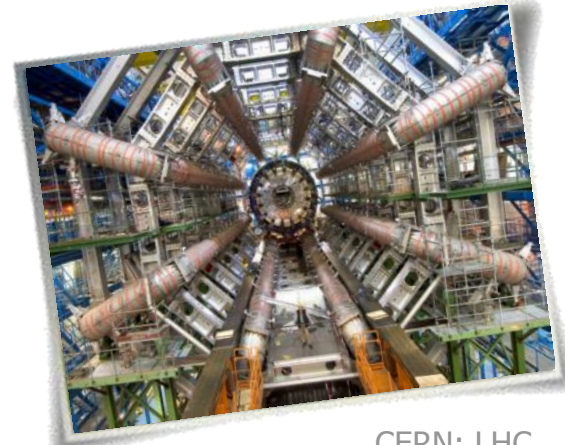


Adviser or Leader?

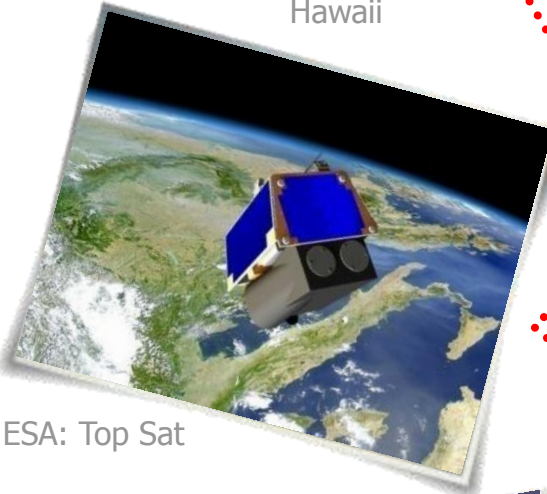
RAL: ISIS & Diamond; DL ASTeC & CSE; ATC



James Clerk Maxwell Telescope
Hawaii



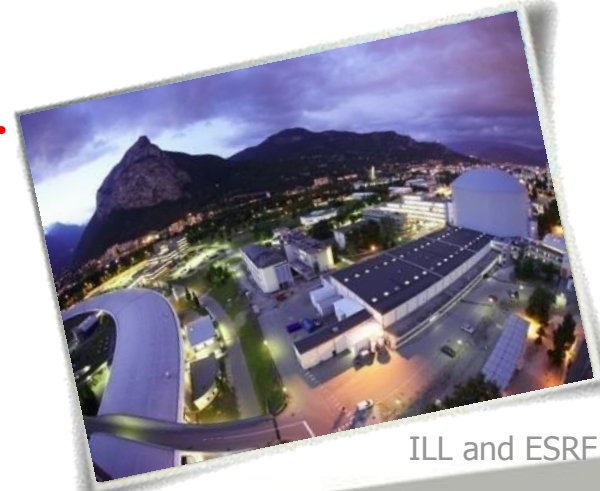
CERN: LHC



ESA: Top Sat



ESO: Alma Array



ILL and ESRF



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'Funding stranglehold' on science

Science and innovation is being stifled by the government, say the Tories.

Shadow chancellor George Osborne said a UK government "stranglehold" on science funding meant over 20% was controlled centrally, up from 2% in 1997.

He was visiting Cheshire's Jodrell Bank Observatory, which faces an uncertain future due to an £80m shortfall in the nation's physics and astronomy budget.

Skills Secretary John Denham said Labour had invested heavily in science, and would be spending £6bn by 2010.

Jodrell Bank, home to the renowned Lovell telescope, is threatened because of its central role in the UK's eMerlin radio astronomy network.

The eMerlin project is at risk because the government's Science and Technology Facilities Council has an £80m hole in its finances, and an assessment panel has listed the project as a "lower priority" for UK physics and astronomy.

Central control

Mr Osborne, MP for Tatton in Cheshire, said: "We must break Gordon Brown's stranglehold over British science and return power to scientific experts."

"In 1997, just 2% of the science budget was controlled centrally, with the remainder handled by committees of scientific experts."

"But as a result of Gordon Brown's command and control approach,

The Lovell telescope is part of the eMerlin project

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Commentary

World lines Lawrence Krauss

Cash-strapped and disillusioned

THE toll of war is beginning to affect progress in science back home. Or perhaps it is just a coincidence that the UK and the US, the two Western countries most involved in Iraq, have just unveiled budgets that go a long way towards killing off frontier science funding in both countries.

In an omnibus funding bill passed in late December, Congress added \$70 billion in extra money for the war. To pare down the rest by \$60 billion, requested increases for three major physical science agencies—the Department of Energy's Office of Science, the National Science Foundation, and the National Institute of Standards and Technology—were taken away. With this proposed level of funding, the American Association for the Advancement of Science has reported that federal investment in basic and applied research will grow by just 1 per cent in the 2008 financial year, far less than inflation, making it the fourth year in a row in which federal research investment has declined in real terms.

The effect on high-energy physics and fusion research will be nothing short of devastating. The country's biggest high-energy physics lab—Fermilab, near Chicago—faces major lay-offs, and a major experiment to detect neutrino oscillation has been axed. Three-quarters of the proposed funding for the ambitious International Linear Collider (ILC) has been cut, as has all US funding for ITER, the Superconducting Supercollider Project in the US in the 1990s.

But we should remember that the excitement generated by fundamental discoveries inspiring young people to go into science and engineering careers in other more practical areas, and that such discoveries can revolutionise practical technologies as well as our deeper understanding of nature. And as far as the latter is concerned, when considering national priorities for defence versus science spending it's worth remembering the words of Robert Wilson, Fermilab's first director. Asked by a congressional committee if the lab would aid national defence, he replied: "No, but it will help keep the nation worth defending."

is widespread and low-cost labor is readily available, US advantage in the marketplace and in science and technology have begun to erode". The report recommended doubling federal support for research in the basic physical sciences if the US is to remain globally competitive. The latest spending bill erases any gains made toward this goal.

In the UK, particle physics and astrophysics face an even gloomier situation. The Science and Technology Facilities Council announced last month that due to a £80 million cut in government research funding, British participation will cease in the ILC and in two major telescope projects, the Gemini telescopes in Hawaii and Chile and the Isaac Newton Telescopes on the Canary Islands. The UK appears to be cutting itself off from the future of these two fields and some university departments may be in danger of closing.

In the Iraq war, the question is whether rich countries like the UK and the US can afford to sponsor foreign basic science in hard economic times. Isotopic research is easy to cut because it is perceived to have no significant constituency nor any immediate technological or economic spin-offs. Such arguments led to the death of the Superconducting Supercollider Project in the US in the 1990s.

But we should remember that the excitement generated by fundamental discoveries inspiring young people to go into science and engineering careers in other more practical areas, and that such discoveries can revolutionise practical technologies as well as our deeper understanding of nature. And as far as the latter is concerned, when considering national priorities for defence versus science spending it's worth remembering the words of Robert Wilson, Fermilab's first director. Asked by a congressional committee if the lab would aid national defence, he replied: "No, but it will help keep the nation worth defending."

Perceived influence of the communication function

Advisory influence



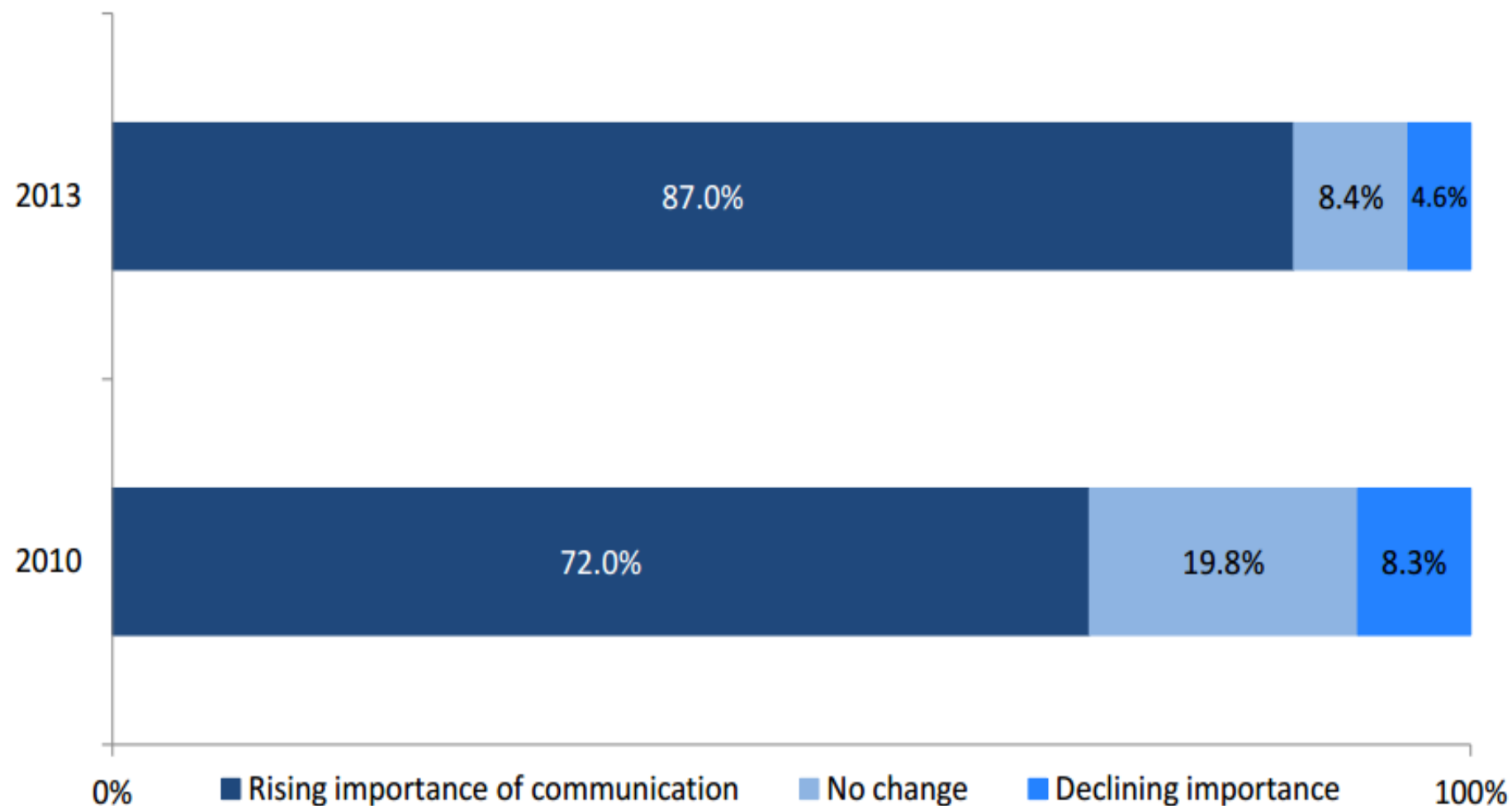
In **79.4%** of European organisations,
recommendations of the communication
function are taken seriously
by senior management

Executive influence



In **75.7%** of European organisations,
the communication function is likely to be
invited to senior-level meetings dealing with
organisational strategic planning

Communication has become more important for European organisations during the current downturn, when compared to the 2009/2010 economic crisis



.....a seat at the table.....



Why

Pourquoi

Γιατί

Почему

Varför

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Por que





STFC CEO at regular staff forum

F_4 O_1 C_3 U_1 S_1

“There is no question that reputation is critical to the long-term health of any company and that it is now a key issue for every boardroom”

REPUTATION AT RISK

ACE EUROPEAN RISK BRIEFING 2013



Science & Technology
Facilities Council



Boycott tax evasion. #BoycottStarbucks.



Eideard.com



TRADITION

JUST BECAUSE YOU'VE ALWAYS DONE IT THAT WAY
DOESN'T MEAN IT'S NOT INCREDIBLY STUPID.

....asking why
isn't easy.....



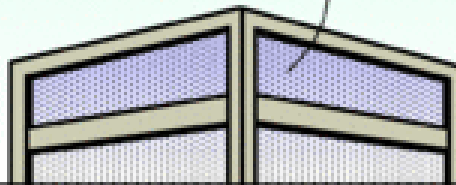
...but it works...

I'VE NOTICED THAT
WHENEVER I ASK YOU
A SPECIFIC QUESTION
BY EMAIL, YOU AVOID
ANSWERING IT.



Dilbert.com DilbertCartoonist@gmail.com

YOU'RE EITHER AN
UNHELPFUL MORON OR
A POORLY DESIGNED
ROBOT SENT FROM
THE FUTURE TO
TERMINATE OUR
COMPANY.



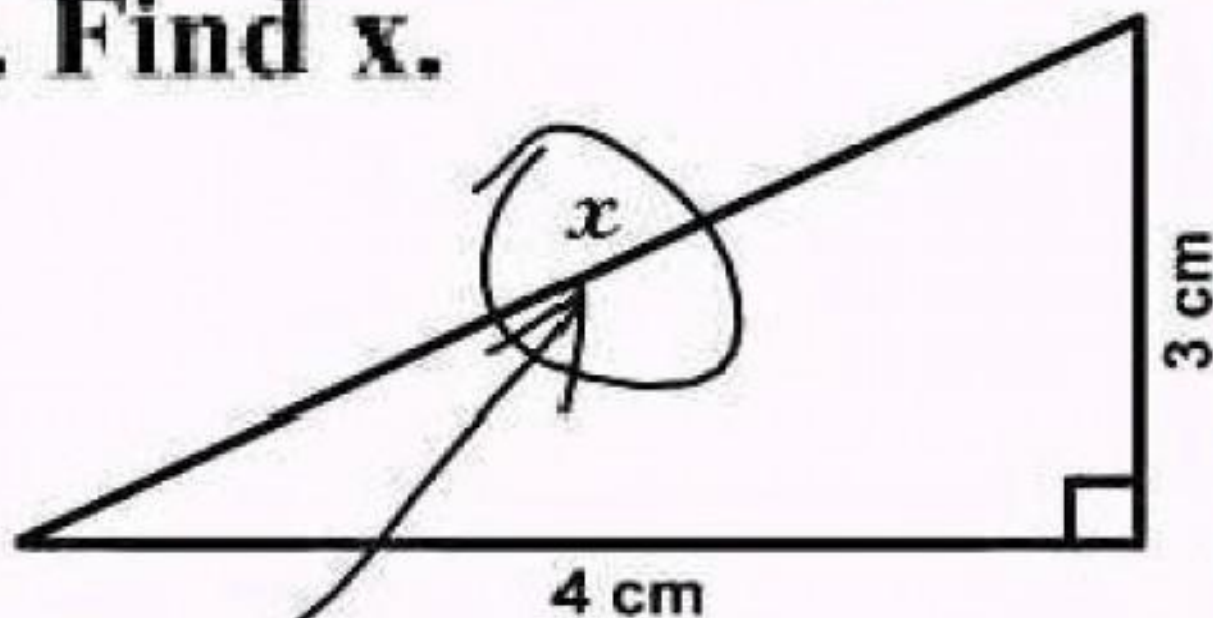
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HOW
DID YOU
KNOW IT
WAS A
ROBOT?

I DIDN'T.



3. Find x .



Here it is

SIMPLICITY

The simplest solutions are often the cleverest
They are also usually wrong



HINDSIGHT

Those really were the droids you were looking for.



ACCOMPLISHMENTS

YOU CAN FOOL ALL OF THE PEOPLE ALL OF THE TIME
IF YOUR EFFECTS BUDGET IS LARGE ENOUGH.