

PPT # 6

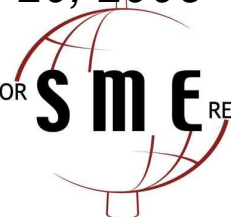
Influencing the policy process & *how **not** to go about it....*

Professor Claire Massey
Massey University, New Zealand

*Presentation at the ICSB World Conference
Pre-Conference Policy Forum*

June 20, 2008

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website: <http://sme-centre.massey.ac.nz>

Winning friends & influencing people

“Government departments are elitist and ignorant when it comes to helping small businesses”, according to leading small business expert Professor Claire Massey.

Reported in the Dominion, August 3rd 2007

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When good news is not so good....

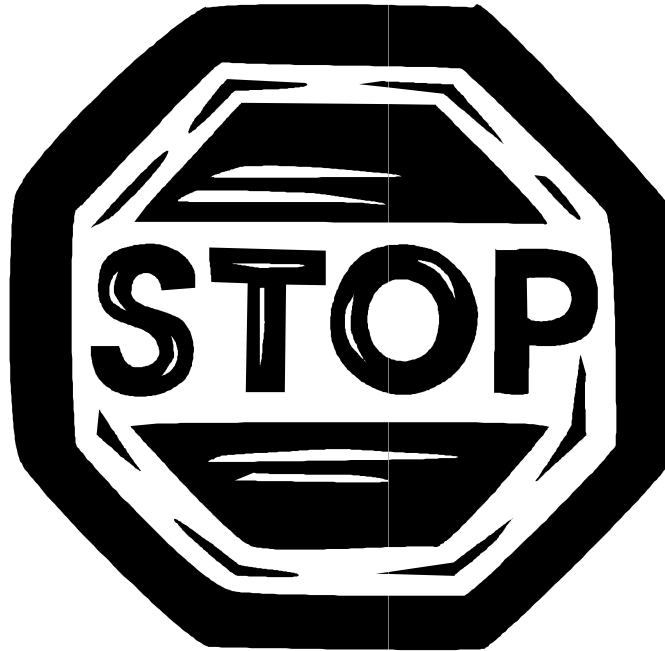
What stops you from exporting?

1. Conditions and regulations placed by overseas governments
2. The cost and time needed to represent the firm overseas
3. The effort and distraction of complying with NZ regulations

Key conclusions from Massey (2003). The impact of business compliance:
Perceptions of New Zealand firms

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Timing is everything



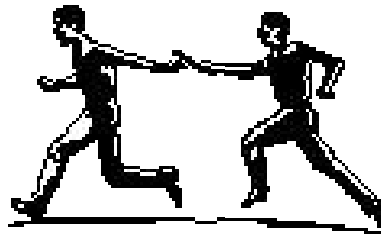
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Some (qualified) advice

- ❑ Be judicious in talking to journalists
- ❑ Try to find out the right thing
- ❑ Develop a sense of timing
- ❑ Develop good relationships with those shaping policy
- ❑ Have a strategy to avoid the 'bottom drawer' syndrome
- ❑ Stand by your work

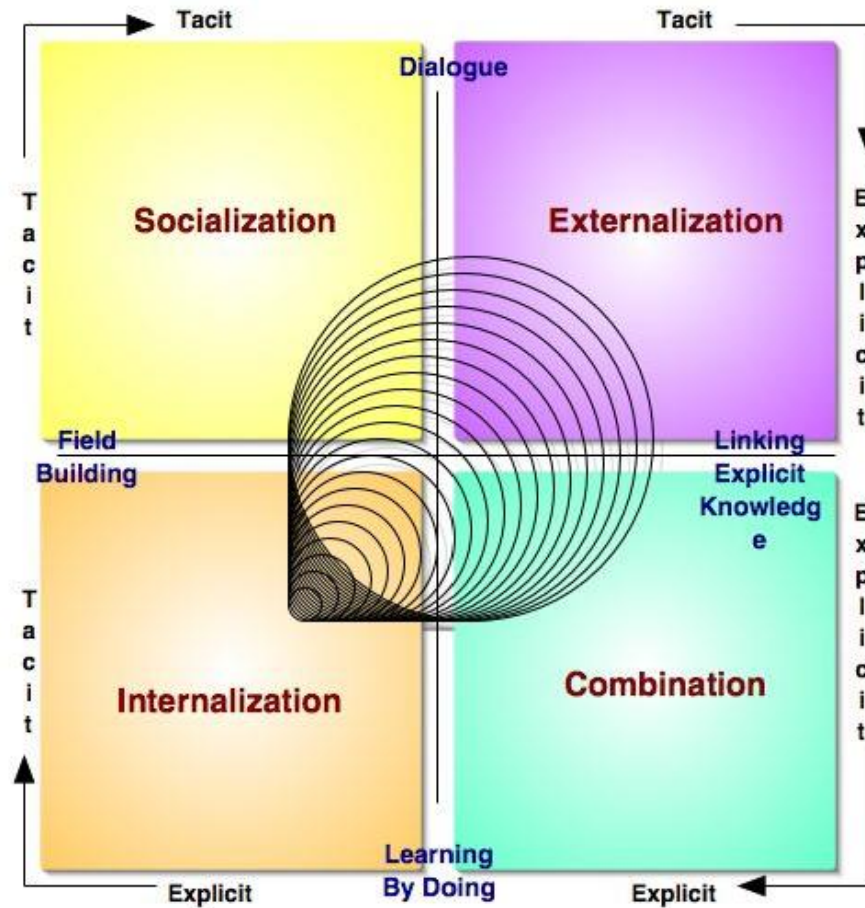
Challenges for us all



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Nonaka & Konno (1998). The Concept of 'Ba': Building a Foundation for Knowledge Creation, *Californian Management Review* 40 (3), 40-54.

Another approach - Gibbons et al

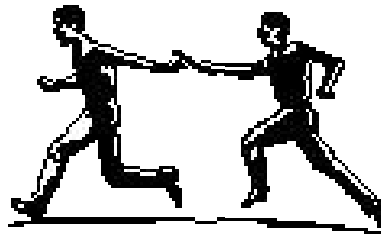
- ❑ Mode 1 is traditional mode of knowledge production. It is usually generated within the context of a single discipline with results disseminated through traditional institutional channels
- ❑ Mode 2 is a more dynamic process. Knowledge is produced in the context of application, it is created within an economic & social context and results are communicated to those who have participated in the production of the knowledge.

Gibbons, Limoges, Nowotny, Schwartzman, Scott, & Trow (1994). *The new production of knowledge: the dynamics of science and research in contemporary societies*. London: Sage.

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Policy – not as process - but as reciprocity



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