

Strategic Alignment for a University Innovation Centre

Client Success Story



Making the Future
Less Frightening

Problem.

A university-based innovation centre focused on early-stage research and supporting industry partnerships across faculties. The centre had strong ambitions but lacked a unified plan or a sustainable funding strategy, resulting in drift, overlap, and internal tension.

The organization had grown rapidly without a unifying strategic framework. Competing priorities and stakeholder agendas led to confusion, resource inefficiencies, and stalled progress. Without a credible plan or transparent budget, funding stability and long-term viability were at risk.

- No shared vision across stakeholders—faculty, administrators, industry, and students
- Unclear priorities and no process for managing competing initiatives
- Funding at risk due to lack of long-term, outcomes-aligned plan
- No performance tracking system to assess progress or impact

Solution



TRGT implemented the Finding Alignment framework to build consensus, focus, and strategic coherence. The engagement centered on aligning stakeholder interests, prioritizing goals, and establishing the tools for accountability and funding.

- A multi-phase strategy process with internal and external stakeholders
- A five-year strategic plan broken down into milestone-based execution tracks
- A fully costed, transparent budget aligned with strategic priorities
- A tracking and reporting system for progress monitoring and funding justification
- Board and government-ready collateral for external stakeholders and funders.

Actions

Execution was built around strategic discipline and practical tools. We worked across leadership and operational teams to ensure alignment translated to execution—not just a document.

- Conducted visioning and diagnostic workshops with all stakeholder groups
- Translated strategic themes into operational milestones and task ownership
- Implemented KPI tracking platform, with broad visibility, and aligned it to quarterly review cycles
- Developed pitch-ready content and budget packages used for securing multi-year funding
- Coached leadership on maintaining alignment through open communication channels and transparent decision-making

Outcomes

The innovation centre gained strategic direction, alignment, and sustainable funding.

With priorities clarified and execution systems in place, the organization moved forward with renewed confidence and measurable momentum.

- Secured a 5-year multi-source funding commitment within 6 months of strategic plan completion
- Achieved internal endorsement and increased engagement from faculty, staff, and external partners
- Used virtual platforms for quarterly review meetings to maintain visibility and gather feedback to adapt to evolving needs
- Reduced overlap by nearly 40%, freeing resources for higher-impact work
- Created a model now being adapted by other centres across the university



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Grounded in Fundamentals



Focused on the Future