Annex 7 | Dissemination tips of the *Facilitating professional development for lecturers* zone

Innovation can be learned!
From frustrated frontrunner to organisational routine

Checklist

How do you ensure that an innovation becomes entrenched in your higher education institution? The *Facilitating professional development for lecturers* zone conducted research into the dissemination and implementation of its products in 16 higher education institutions. Drawing on this research, the zone provides ten tips on how to get from frustrated frontrunner to organisational routine:

Innovation product 	☐ Consider the issue from the needs of the educational institution and align your innovation accordingly. ☐ Make sure the innovation is aligned to existing standards and practices in the educational institution. ☐ Make the innovation practical for the target group; make the goals clear and the working method concrete, for example.	*"Its strength is that it is aligned to the need: a visible urgency."*
Innovation process 	☐ Choose knowledge brokers who have a wide network and actively disseminate the innovation. ☐ Make use of expertise on the innovation as held in a national network.	*"The knowledge broker is a linchpin who looks for the right people in the educational institution and gives them the right information."*
Individual 	☐ Motivate individual employees by involving them in the development. ☐ Give individual employees the possibility to develop the required IT knowledge and skills.	*"The stakeholders were extremely positive. When you contribute to the process, you become incredibly motivated."*
Educational institution 	☐ Facilitate in terms of time and financial resources. ☐ Create strong positioning and support from the board. ☐ And establish a network within the educational institution where knowledge is actively shared.	*"My credo is to give people time and space, for only then is success within reach – after all, developing IT skills takes time."*