



CCC Newsletter

Issue No: 008

Monthly Newsletter from the [CCC Mastery Program](#)

Disclaimer: Information provided in this Newsletter is of a general nature only. If you require specific information for your particular circumstances please contact Dr Christiaan Willems.

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Feature article this month:
'Shakespeare's Underpants'

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'How Many Takes?'

Q&A/Case Study/Tips:

Headroom



**Book-a-Chat
with Dr Chris**



Dr Christiaan Willems



Linkedin

This Month: Research

- from the desk of Dr Chris...

This month we are looking at **Research – is it Relevant? Is it Useful?**

Research: a term that covers a vast range of topics and investigations. We are often amazed by research that is ground-breaking and of great benefit to humankind – think medical breakthroughs, engineering innovations, historical investigations, etc. We also often see research that, whilst it may be interesting in and of itself, can equally be lofty, esoteric, and less-than-useful in day-to-day, practical terms.

So what makes research relevant? What makes it Useful?

That is the fundamental question underlying this month's Feature Article:
'Shakespeare's Underpants'.

CCC Mastery Newsletter

Feature Article:

'Shakespeare's Underpants'

- by Dr Christiaan Willems

Research is very important, but...

Having found myself lecturing in several universities over some decades, in parallel with my professional activities, I decided that, in order to remain appropriately qualified and current in that academic context, I should complete a Doctorate.

Whilst I already had a Masters Degree, a Doctorate is really the minimum qualification to teach - and supervise – in the university system. However, I wanted to achieve a Doctorate that was: a) relevant and, b) useful. So I undertook a 'practice-led' Doctorate – in my case a Doctor of Creative Industries (DCI).

Whenever I was asked: "what kind of Doctorate are you doing?", my response was invariably: "a useful one". I never wanted to write 100,000 words that only two people ever read, about "what colour underpants Shakespeare wore every second Tuesday and what effect it had on his work".

The danger with so much theoretical academic research is that it becomes just an exercise in self-indulgent, irrelevance. How many times have we all heard - and said: 'That's fine in theory but...'.

In my view, research is worthless unless and until it is actually **applied** in the real world – to see what problems it solves and/or what new knowledge it creates. So, when academics insist that "all new knowledge comes from universities", I beg to differ. Whilst much important research certainly does come out of universities, the applied, practical problem-solving that occurs on a daily basis in industry can often be much more useful.

Micro-Masterclass Video:

How many 'Takes' does it take to create a good business video? A bit of a 'how long is a piece-of-string' question. Check out this short video to find out more...



Behind The Scenes / Q&A / Case Study / Quick Tips:

Headroom:



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