

# **Researchers v Think Tanks v Consultants v Inquiries: who has the most impact?**

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Maxim 1:

Know the competition

# Sources of external expert advice

- researchers

but also

- special advisers
- advisory committees
- consultants
- think tanks
- policy tsars
- lobbyists
- public inquiries
- conferences/seminars
- consultations
- secondees

# Impact is strengthened through

- relevance
- timeliness
- accessibility
- authority

How do the rival sources compare?

Through commissioning, content,  
communication?

# a. Commissioning

Contracted v own research

## b. Content

Analysis v experience v opinion

## c. Communication

When?

How?

Where?

Maxim 2:

Play to your competitive  
strengths



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