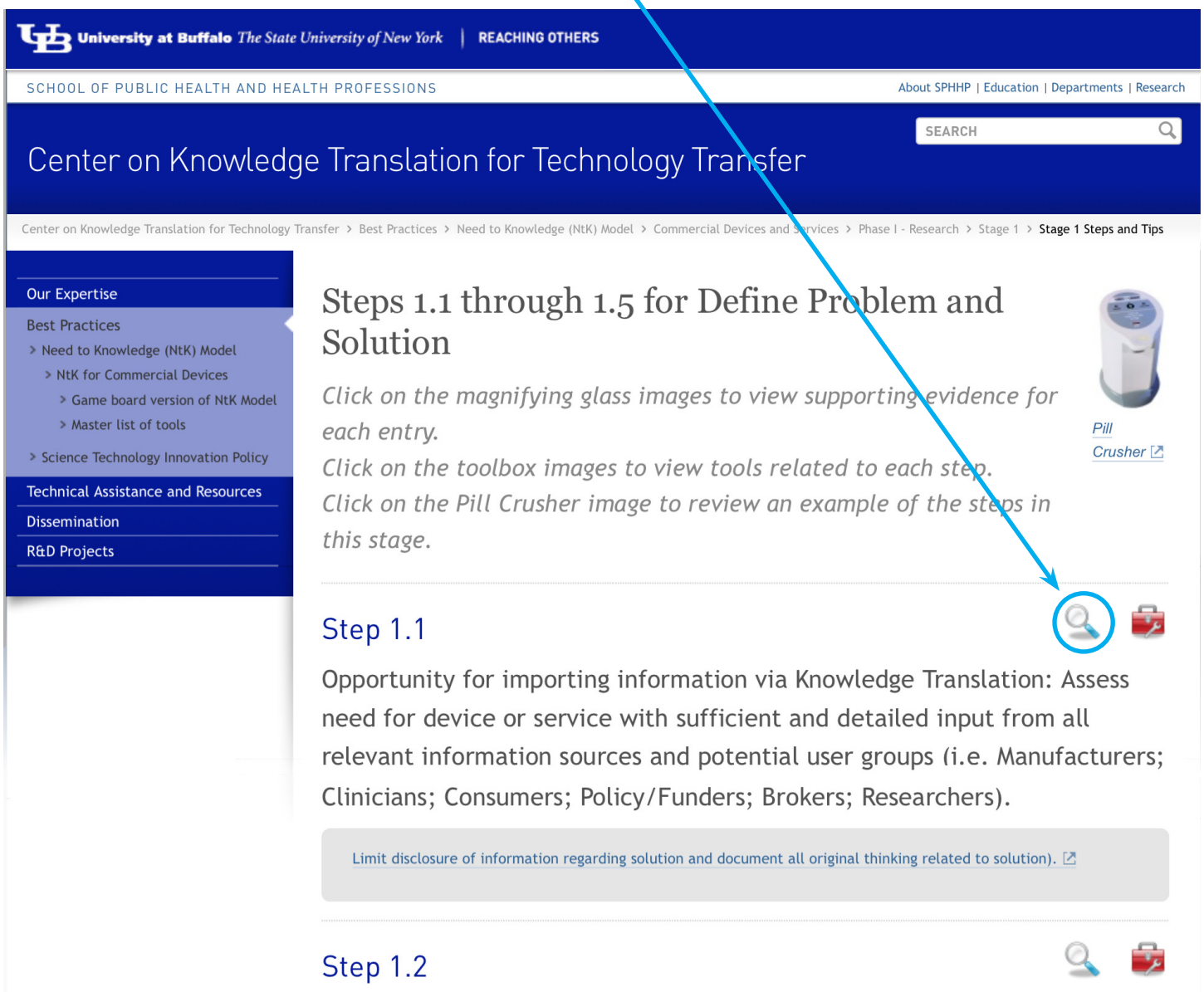**Supporting Evidence Search Tips**

Underlying the NtK Model is a wealth of *Supporting Evidence,* consisting of excerpts drawn from hundreds of articles related to new product development, technology transfer and knowledge translation. These excerpts are either direct quotes or paraphrased statements that are described in the NtK model as primary and secondary findings.

To locate information relevant to your needs:

- Review findings for a step that relates to the information you are seeking.
- Search the findings for keywords using the "find" feature on your web browser.
- Search the Master List of Findings (Excel file), which contains all findings.

Access the supporting evidence findings by clicking on magnifying glass icons throughout the model.

Excerpts are grouped into two broad categories of primary and secondary findings.

Primary findings are excerpts from the reviewed article that relay the authors' own results or conclusions.

Secondary findings are excerpts from the reviewed article where the author was paraphrasing outside sources.

To make it easier to locate helpful information, all primary and secondary findings are categorized either as models, methods, measures, barriers, carriers, or tips.

Click on the category that relates to the information you are seeking.

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SEARCH

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Center on Knowledge Translation for Technology Transfer > Best Practices > Need to Knowledge (NtK) Model > Commercial Devices and Services > Phase I - Research > **Stage 1**

Our Expertise

Best Practices
> Need to Knowledge (NtK) Model
 > NtK for Commercial Devices
  > Game board version of NtK Model
  > Master list of tools
> Science Technology Innovation Policy
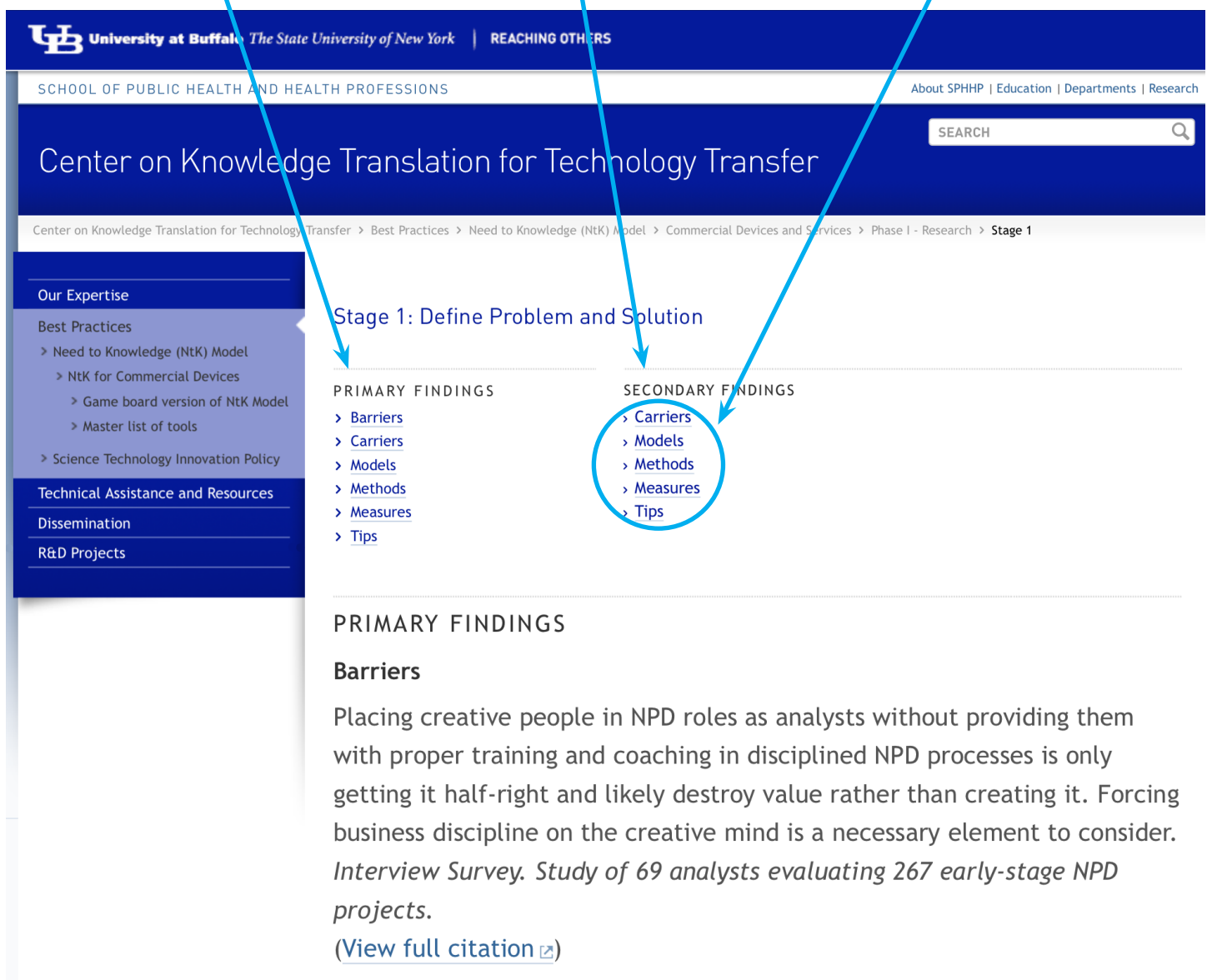
Technical Assistance and Resources

Dissemination

R&D Projects

Stage 1: Define Problem and Solution

PRIMARY FINDINGS
> Barriers
> Carriers
> Models
> Methods
> Measures
> Tips

SECONDARY FINDINGS
> Carriers
> Models
> Methods
> Measures
> Tips

PRIMARY FINDINGS

Barriers

Placing creative people in NPD roles as analysts without providing them with proper training and coaching in disciplined NPD processes is only getting it half-right and likely destroy value rather than creating it. Forcing business discipline on the creative mind is a necessary element to consider. *Interview Survey. Study of 69 analysts evaluating 267 early-stage NPD projects.*

(View full citation ↗)