



Bulletin

Building Research Impact Skills:

.....

Developing the new research generation through
impact workshops for Early Career Researchers





Kristine Pommert, Lead Trainer

Kristine joined Bulletin in 2012 after a 20-year career as a BBC journalist, programme maker and trainer. Since then she has been immersed in the impact agenda, helping universities with their impact case studies for the REF and designing and delivering impact skills workshops for a wide range of clients and groups, from early career to research directors and impact champions. Kristine holds a Certificate in Training Practice (CIPD) and has a post-graduate qualification in Coaching.

Why train with Bulletin's specialist academic team?

We have worked for around 30 universities and research institutes in the UK and Europe. Our extensive experience in developing and executing impact strategies for universities and building relationships with policy makers and other stakeholders means we understand the impact agenda and are particularly well placed to deliver effective training in this area.

Call us today to discuss your needs:

Martin Stott
martin.stott@bulletin.co.uk

0795 691 7978
0845 075 0086

www.bulletin.co.uk/academic
www.bulletin.co.uk

Early career researcher impact training

Impact is here to stay. For most researchers, the ability to generate and demonstrate impact and factor it into their research plans from the outset has become a key skill set.

Key funding bodies are keen to see the new research generation develop this proficiency early on in their careers.

The Concordat for the Career Development of Researchers aims to improve "the quantity, quality and impact of research for the benefit of UK society and the economy".

Bulletin offers a series of training workshops for Early Career Researchers, tailored to help you implement your research impact strategy, and delivered by a highly experienced, CIPD-qualified trainer.

Workshops tailored to suit your needs

Core module

.....

Getting to grips with impact and building it into your research:

- What is impact? What does it mean in different disciplines?
- Why does impact matter?
- Quantifying, evidencing and storing impact
- Planning impact for your own research area
- Incorporating impact into research design
- Impact for grant applications and the next REF

3 hours

It is advisable to begin your ECR impact training with the core module above and then add a selection of additional modules which are particularly relevant to your ECRs.

Additional modules

.....

Impact through public policy:

- Identifying policy areas relevant to your research
- Developing engagement processes
- Presenting your findings in ways that work for policy makers
- Getting policy makers to acknowledge your research

2.5 hours

Impact through media interviews:

- Pitching your research to the media
- Media interviews: radio, TV, the printed press (with practical exercises)
- Communicating your research to non-academic audiences/articulating your story
- Preparation is everything
- Confident speaking
- Techniques for retaining control in interviews and dealing with challenging questions
- Creative use of social media/blogs/newsletters
- Managing media demands and knowing your boundaries

3 hours

Impact through social and digital media:

- how to use social networks like Twitter and LinkedIn to build and support impact
- blogging for academics
- effective writing for non-academic audiences

2.5 hours

Creating impactful engagement with groups, events and projects:

- Defining your impact objective
- Identifying your target groups: schools, charities, interest groups, general public etc
- Planning and developing public engagement strategies
- From engagement to impact: how to make sure it changes something, and collect and store the evidence

2-2.5 hours

Impact coaching for ECRs:

This supplementary offer is available for individual ECRs who have attended the modules relevant to them and would like to work further on planning and developing their own impact strategy.

50 minutes per session

Who are the workshops for?

Early Career Researchers (ECRs) who are engaged in, or planning to engage in, research that has the potential to impact on society or the economy.

How are the workshops organised?

We have devised a range of module options, designed to fit in with any existing in-house training offers for ECRs. Each module can be tailored to your specific needs.

Each workshop includes a strong element of helping ECRs identify potential impact areas for their own research projects, and coaching them to formulate a viable impact strategy and concrete action points.

How long are the workshops?

This will depend what exactly you would like out of them, and the modules you choose. There is a basic module which we would advise everyone to take, and which can be combined with any extra modules which are particularly relevant to the group concerned. Anything from a couple of hours to a whole day or a succession of days can be arranged.

How will delegates and their universities benefit?

By the end of each workshop that includes the basic module, ECR delegates will:

- Show a clear understanding of what impact means, and what it may look like in their own areas
- Have set personal impact generation goals for a specific research project
- Have devised strategies to achieve these goals
- Come away with at least three action points for generating impact out of their research

By the end of each extra module, ECR delegates will:

- Demonstrate enhanced impact generation skills in the area covered by the module (e.g. impactful engagement, public policy, interviews, social media)

Putting your modules together

Timings given for the modules above include short

comfort breaks, but not the more substantial lunch or coffee breaks that are advisable between modules. Please make sure you factor those in when planning your training day.

Maximum number of delegates

Workshops involving work on individuals' research projects or practical exercises (such as the policy and media workshops) work best for up to 6 delegates, ensuring each receives individual attention and derives maximum benefit.

A more general introduction to impact for ECRs, with a more lecture-style and less individualised approach, is available on request for larger groups of up to 25.

Your feedback counts

Our training is subject to a rigorous process of continuous evaluation to ensure we deliver the best possible service.

Other ways we can help you enhance your research impact

Everything we do at Bulletin is designed to enable excellent research to deliver the greatest possible economic, social or cultural benefits – and to make sure the institutions we work with are ahead of the competition. In addition to training, we offer tailored academic consultancy and communications packages to help universities:

- Increase the impact of their research on public policy
- Maximise, track and demonstrate the impact of research in any area
- Develop strategies for impact assessments (such as the REF) and ensure high scores
- Create new funding sources and income-generating partnerships
- Communicate research findings effectively to target audiences, such as policymakers, the public, private and third sectors, the media, funders and students

Full details are available from:

Neil Robinson
neil.robinson@bulletin.co.uk