

Bulletin

# Building Research Impact Skills:

Advanced Research Impact Skills for Mid-Career Researchers





For many mid-career researchers, having to demonstrate the impact of their research for the REF 2021 meant a steep learning curve.

Some felt ill-equipped to deal with the understanding of impact required, and in many cases trying to evidence a purposeful impact trail with hindsight proved challenging.

To implement their impact strategies for future assessment exercises, it is therefore crucial for universities to make sure their mid-career researchers fully understand and embrace the impact agenda, making it part of their planning and actions at every stage of their research.

For many mid-career researchers, a key part of this is developing new ways of engaging with potential beneficiaries of their research.

Bulletin offers a set of training workshops for mid-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

### Impact refresher training for mid-career researchers:

- Impact outside academia: definitions and examples
- The importance of the impact agenda
- Quantifying, evidencing and storing impact
- Planning impact for your own research area
- Incorporating impact into your research design
- Impact for grant applications and the next REF

**3 hours**

### Impact through media interviews (can be offered for women only):

- 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
- Spreading the word about your expertise
- Managing media demands and knowing your boundaries

**3.5 hours or as required**

### Impact through social and digital media:

- How to use social networks like Twitter and LinkedIn to build and support impact
- Blogging for mid-career academics
- Effective writing for non-academic audiences

**2.5 hours or as required**

## “Getting Policymakers to Listen”:

For details of this modular set of workshops, please see our separate information leaflet.

## One-to-one impact surgery/coaching for mid-career researchers:

For individual mid-career researchers who are working on a specific project and would benefit from one-to-one attention to help them plan and develop their own impact strategy.

**50 minutes**

## 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

**2-3 hours, as required**

## Articulating your story:

An introduction to writing for non-academic audiences, covering blogs and policy briefs. Other forms of writing can be included if desired.

- Communicating your story effectively to non-academic audiences
- Hallmarks of a good blog and a good policy brief
- Writing practice with feedback

**2-3 hours, as required**



## 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 and REF-related 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:

Chris Bridges  
chris.bridges@bulletin.co.uk

0798 329 5719  
0115 907 8410

[www.bulletin.co.uk/academic](http://www.bulletin.co.uk/academic)

### Who are the workshops for?

Mid-career researchers 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?

There is a range of different modules to choose from, depending on the requirements and circumstances of academic institutions. Each module can be tailored to your specific needs.

Each workshop includes a strong element of helping researchers generate, maximise and record impact for their own particular areas, leading to viable strategies with practical action points.

### Where do the workshops take place?

All our training is offered either face-to-face or on Zoom/Teams. Face-to-face workshops will be delivered at your own university.

### How long are the workshops?

This will depend what exactly you would like out of them, and the modules you choose. Modules can be taken individually, or combined to make up a full training day.

### How will delegates and their universities benefit?

By the end of each workshop that includes the impact refresher, mid-career delegates will:

- Show a clearer understanding of the nature and importance of non-academic impact, and be able to specify what form it could take 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 media-related module, delegates will:

- Demonstrate enhanced impact generation skills in giving expert interviews, or using social media or blogging for impact, depending on the module chosen.

### 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

All workshops involve attention to individual delegates' research projects, as well as practical exercises. This means that they work best for up to 8 delegates, ensuring that each receives individual attention and derives maximum benefit.

A more general introduction to impact for mid-career researchers, with a more lecture-style and less individualised approach, is available 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, including:

- Maximising the audience for research impact stories developed for the REF 2021
- Creating videos and other formats to make your impact accessible to non-specialists
- Strategic analysis of your research to identify the projects or strands with the highest impact potential
- Tailored solutions for influencing policy
- Communications and PR support.

Full details are available from:

**Chris Bridges**  
0798 329 5719  
chris.bridges@bulletin.co.uk