**Making an Impact 2023: Are we on the Same Page? Communicating with Business and Industry**

The visual notes have been created within a template which utilises the University of Liverpool’s ‘Making an Impact 2023’ and the Academy’s colour schemes of dark purple, a golden orange and accents of pink, green and blue. The bottom of the note includes a colourful banner incorporating the Academy visual which includes bright colourful triangles pointing upwards. Underneath this runs the social media information:

www.liverpool.ac.uk/researcher/making-impact

#unilivimpact23

@LivResearcher

@LivUniAcademy

And the words “illustrated by @swantonsketches” on a bright yellow, blue and pink background in the bottom right-hand corner, utilising a palette and style influenced by the 2023 Eurovision Song Contest, which was hosted in Liverpool in 2023.

The central pink triangle of the upper banner features a white drawing of a microphone with sound waves coming out in - representing the fact that this was a recording of a podcast.

The title of the talk “Are we on the Same Page? Communicating with Business and Industry” is written in white text on the dark blue banner along the top. On the multi-coloured banner underneath are the words “Developing practice podcast guest speakers: Dr Elizabeth Adams and Caroline Broad”.

On either side of the banner are portraits of the speakers. On the left is a portrait of Dr Adams presenting a white woman with dark hair smiling on the right hand side is the portrait of Caroline Broad presenting a white woman with fair hair, she is also drawn smiling. Underneath each portrait is a brief description of the speakers. Under Dr Adam’s portrait are the words “independent consultant specialising in research culture and research a career development; PhD in chemistry involved industry collaboration” Underneath Caroline Broad portrait are the words “Cambridge-based consultant supporting research specialists; offers training in collaboration”

Next to Dr Adams portrait is the first banner in blue. Within it are the words “What are the benefits for academics in collaborating with industry or business?”

Underneath in pink text are the words “insight into real-world problems and greater understanding of how research can make an impact”

To the right is an illustration of a bubble containing a mortar board representing the University, there is a push pin drawn about to pop the bubble. The push pin contains the word “collaboration” Around the bubble are drawings of buildings representing a different businesses and industries. To the right of the drawing other words “extend the network” “gain new perspectives“ “pop the academic bubble”

To the right of that illustration is a drawing of a green pound sign. Next to it reads “access additional income streams” there is an arrow containing the words “Foster move into industry” pointing towards an orange drawing of a factory representing industry.

On the left-hand side of the note is a second banner, it is pink and contains the words ‘How do you get started?”

Underneath is an illustration of a laptop open on a LinkedIn page next to it are the words “develop your online presence” “LinkedIn most effective” “needs: \*fully completed \*professional photo \*relevant keywords” There is an arrow pointing from these words to the drawing of the LinkedIn screen.

Underneath is a drawing of a researcher with orange hair wearing green speech bubble appears above their head containing the words “think about the profile of the organisations you want to work with”

Underneath are the words “start-ups and spin outs” “large multinationals” ‘everything in between”. This is illustrated by an individual stick person in pink on the left hand side representing start-ups and a globe with pink stars representing the large multinationals. A pink arrow moving from left to right and gradually getting bigger represents everything in-between.

To the right of this illustration of the words “who in your network can guide you?“ This is illustrated by a series of three people. The first person drawn large is wearing a lab coat (perhaps a close colleague)- she is pointing to a person to the right, a woman drawn with orange hair and a pink dress wearing a lanyard who is also pointing to right, to a man standing in front of an industrial building wearing a blue tie and trousers. The man is pointing to the industry front door.

Underneath are the words “help make productive introductions - expand your network”

Above this drawing, in the centre of the note are the words “Engaging in different types of collaboration allows you to BUILD TRUST” This is illustrated by three steps drawn in orange. The bottom step says “1. consultancy”; the second step reads “2. knowledge exchange”; the third step reads “3. partnership” and extends to form a right-facing block arrow. There are smaller arrows moving upwards between the steps.

On the right hand side of the note is a further banner in blue reading “What skills will I need to develop?”

To the left of this is a drawing of the word impact in orange illustrated by a checklist and speech bubbles underneath other words “skills in measuring and tracking impact” to the right of this is a drawing of the researcher with green top an orange hair with a speech bubble drawn coming out from their mouth containing a number of question marks. This represents business analysis skills which equals asking a lots of questions.

To the right of this drawing are the words “Skills in valuing your own expertise”

And a further banner appears in green below this containing the words “how can I avoid pitfalls?“

Underneath this is the drawing of a dark blue mortarboard, representing the University researcher. A speech bubble comes from the mortarboard reading “I need to disseminate and publish our findings” Underneath this is a drawing representing a business a speech bubble comes from the business reading “findings are commercially sensitive and confidential”

Underneath and to the left of this are the words “gain understanding of each other’s constraints and priorities” and “discuss and agree what success looks like at the outset to avoid potential culture clashes”. The word success is emphasized in orange and illustrated with small stars.