



UNIVERSITY OF
LIVERPOOL

Making an Impact 2023

TOP TIPS

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How to speak industry

Caroline Broad



HOW TO SPEAK INDUSTRY:



Your commercial partners have as many pressures and constraints as you, just within a different landscape.



Challenge your assumptions by asking lots of questions.



Become familiar and confident with how to use the PMBOK and Prince-2 project management language.



Your “stakeholders’ stakeholders” are also now your stakeholders...



Be clear on your own constraints and be prepared to negotiate on scope and resources.

Opportunity or national security risk? – Spotting the difference

Kevan Ryan and Christine Bateman



HOW TO SPOT THE DIFFERENCE BETWEEN RESEARCH OPPORTUNITIES AND A NATIONAL SECURITY RISK:



Working globally brings risks but you can protect yourself and your work.



There are risks and rewards for both Research and education elements of the University's work.



Risks don't stop you working globally but need to be considered.



People who pose a risk to your work can use sophisticated techniques; it's best to talk to someone as soon as you have any level of concern.



There is help available if you are concerned.

Starting-up a commercial or social enterprise

Richard Leighton



HOW TO START-UP A COMMERCIAL OR SOCIAL ENTERPRISE



Start-up in areas that you're interested in and gained skills/experience/expertise in that sector/industry.



Financial Planning is key in relation to figuring out the level of product/service you need to sell to generate the required Return on Investment.



Perform secondary and primary research on the concept to gain insights as well as positive and negative feedback to help design/develop the product/service.



Trial/test the product/service on a small-scale and revise it based on results before starting-up.



Network with other entrepreneurial individuals like going to Entrepreneurs Monthly Meet-ups.

Let's get business! Making university – industry research collaborations work

University of Liverpool Research and
Partnerships Development



HOW TO MAKE INDUSTRY–BUSINESS COLLABORATIONS WORK



Do your homework – find out what advice, support and funding is available at the University of Liverpool before you talk to external collaborators.



The University has many success stories when it comes to working with Industry. Learn what good practice looks like from your peers.



Have agreements and contracts in place – your professional services colleagues can guide you through this process.



If you have created a new invention or idea during the course of your employment at the University which you believe should be protected and has commercial application. Contact your Intellectual Property (IP) Commercialisation Team at the earliest opportunity.



Attend our session (MAI23rescollab.eventbrite.co.uk) to find out more about or partnering toolkit.

Seeing the big picture: Navigating the science policy landscape

Dr Ray Kent



HOW TO STAY INFORMED WITH POLICY:



Put in time and effort necessary to track the principal science policy developments, both general and specific to your area of work.



Keep on top of wider international developments in science and innovation that may become relevant to the UK in coming years, e.g., trends in the USA.



Network to ensure you pop up in all the right places (conferences, seminars etc), thereby positioning yourself to anticipate new developments and capture policy shifts in real time.



Evaluating public engagement: Innovative, effective methods that work!

Peta Bulmer

HOW TO BE INNOVATIVE AND EFFECTIVE WHEN EVALUATING PUBLIC ENGAGEMENT:



Remember: feedback forms are not the only method of evaluation!



Stay focused on what you want to find out.



Think about your audience and what methods will enable their meaningful participation.



Always consider Equality, Diversity and Inclusion.



Keep a creative, open mind!

Mic drop: How academics can enjoy media interviews

Stephanie Power



HOW TO ENJOY MEDIA INTERVIEWS:



The producer/reporter/presenter wants you to do a good interview. It's in their interests too.



Media interviews are a lot more straightforward than you think. Imagine you are chatting to a friend about your work.



Doing interviews is a great way of getting the word out about your area of expertise.



Find out what format your interview will take. And ask how long it will be.



Enjoy it and remember you know your stuff!

Writing for public audiences: Communicating your research clearly

Dr Sophie Morris



HOW TO WRITE FOR PUBLIC AUDIENCES:



Think about your research as a story: keep it short and sharp, keep it relevant to your audience, remove the jargon and structure it to hook your audience in!



Talking about your research as an analogy or metaphor can really help to make your research relevant to your audience.



Think about who your target audience are- and why they care about your research!



Have a think about where your target audience like to “hang out” and aim to write about your research on those platforms.



Think about the nana test when it comes to writing for public audiences: if you wrote that to your nana – would she understand, or would you lose her in the first sentence? This is a great starting point when thinking about the language and jargon to avoid in your writing!



Public engagement 101: The what, why and how of public engagement

Dr Sophie Morris

HOW TO EMBED PUBLIC ENGAGEMENT IN YOUR RESEARCH:



When you think about doing a public engagement project: think about who you want to engage with and why.



Instead of thinking about the “public” as everyone but you, think about exactly who the public are to you e.g. people of a certain age, in a certain job, in a certain community group.



There are LOADS of people in your institution who can help you with your public engagement projects: try looking for your public engagement co-ordinator, impact officer or public/patient involvement lead.



You will be great – so give it a go!

Evaluating impact: Going above and beyond the evaluation form

Dr Sophie Morris



HOW TO EVALUATE IMPACT EFFECTIVELY:



When it comes to evaluation- the trick is to first ask yourself: what questions am I actually trying to answer?



When you have worked out what questions you are trying to answer- the next thing to work out is: what are the best methods and techniques to answer these questions?



The next step: it's a tricky one, but have an idea about what success might look like (or not look like).



Put together this is your three-part evaluation plan which you can use to evaluate the impact of all sorts of projects!

Does it look like a duck? Reproducibility using LEGO®

Judith Carr and
Alice Howarth



TIPS FOR REPRODUCIBILITY:



Make a Data Management Plan.



Share data that is findable, accessible, interoperable and reusable (FAIR).



Share your research openly with the research community.



Share your detailed protocols.



Talk to the Open Research and Data Management teams at the University of Liverpool.

1:1 Career consultations

Alys Kay



HOW TO GET THE MOST FROM PROFESSIONAL CAREER HELP:



Don't expect the coach to be able to tell what career move is right for you. Figuring out what you should or should not do is a process of self-assessment and reflection, that you can begin in this session.



The coach is not a counsellor or mentor and will not provide advice about what you should do (except for direct feedback on CV/applications). If you have a mentor too – that is great!



Be honest with yourself and your coach about what you want, your values and motivations.



It is also completely okay if you are not sure and just feeling a bit stuck – in fact this is an ideal time to see a career coach!

Narrative CVs: What's the story?

Lydia Nicholson and
Hannah Dutton



HOW TO EFFECTIVELY DESCRIBE YOUR CAREER IN A NARRATIVE CV:



Double check the guidance: not all funders are using narrative CVs, and everyone is using them differently.



Start early: the first time writing a narrative CV may take longer than you think, so leave time for re-drafting.



Reach out: ask for feedback from colleagues who might spot things you've missed or can let you know if you haven't explained something clearly.



Keep notes: document your research contributions as they happen, so you have a master list to draw from next time you need to write a narrative CV.



Share your thoughts: narrative CVs are new, and the more we learn about people's experiences writing them the better support the university can provide.



Career decision making in the innovation ecosystem

Elizabeth Adams

HOW TO MAKE EFFECTIVE CAREER DECISIONS IN THE INNOVATION ECOSYSTEM:



Think about the values that are important to you, and what it would look like if these were really being played out in an organisation.



Informational interviews: Talk to people who work for that organisation.



Read beyond their webpages to look for tangible examples of how they do (or don't do) business.



Look for external certification such as B-Corp.



Don't know where to start with a narrative CV?

Elizabeth Adams

HOW TO MAKE A START WITH A NARRATIVE CV:



It's always easier to articulate your strengths when working with a friend or colleague to encourage you.



Start gathering evidence now- but remember you don't have to include everything.



If you've written something that makes you feel a bit ick, you can take it out – these are about evidence, not grandiose statement.



Introduction to Prosper

Dr Fiona McBride

HOW TO GET THE MOST OF OUT OF YOUR TIME AS A POSTDOC:



Career development is an on-going process.



You get out what you put in – if you engage with your own career development you'll see the benefit.



Visit the Prosper portal
prosper.liverpool.ac.uk



Consider registering on the Prosper portal to track your progress.



Get involved with Prosper at Liverpool
liverpool.ac.uk/researcher/prosper

Maximising the impact of short time periods

Dr Katy R Mahoney



HOW TO GENERATE HIGH-IMPACT PRODUCTIVITY:



Make a plan.



Deactivated the distractors.



Clear the clutter.



Stretch your stance.



Implement the plan.



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