

TOP 5 TIPS

Fast track your research impact: Using your research to make a difference

FIND OUT WHO'S INTERESTED

- Work out as early as possible who outside the academy is interested in your research and might benefit from it.
- If you can't think of anyone, get help from someone who is better connected than you.
- If you have limited time, prioritise the most important organisations or groups, for example that are highly influential or vulnerable and hard-to-reach.

START WITH THEIR NEEDS RATHER THAN YOUR IDEAS

- Reach out to those you've prioritised, explaining how your work might address their interests or benefit them.
- Meet them in listening mode, putting yourself in their shoes to understand how they see the world.
- Work with them to make an impact plan that delivers clear benefits, with tailored activities and get their help to put it into action.

KEEP THEM ENGAGED

- Deliver quick wins, for example turning your literature review into a briefing note.
- Regularly get feedback on how the research is progressing and their priorities and contexts are changing, for example via a Stakeholder Advisory Panel.
- Co-design and produce events (e.g. industry workshops) and outputs (e.g. policy briefs) together, sharing resources so you can follow up with participants effectively.

LEARN ABOUT WHAT WORKS

- Remain curious about who has benefited and how, looking for unintended consequences, learning from mistakes and building on what works.
- Create a space where you and other team members can quickly and easily keep evidence of impacts e.g. an email folder, a shared online document or an app like Evernote or OneNote.
- For significant impacts, research your impact and provide evidence that your research played a significant role.

REMEMBER WHY YOU ARE A RESEARCHER

- To engage with impact, you don't have to be someone who wants to change the world.
- You might simply be curious. Ask how engaging with the public or stakeholders might enable you to ask new questions and learn interesting things.
- Rather than engaging in impact just to tick boxes for funders or enhance your career, find impact opportunities that inspire you and remind you why you love being a researcher.