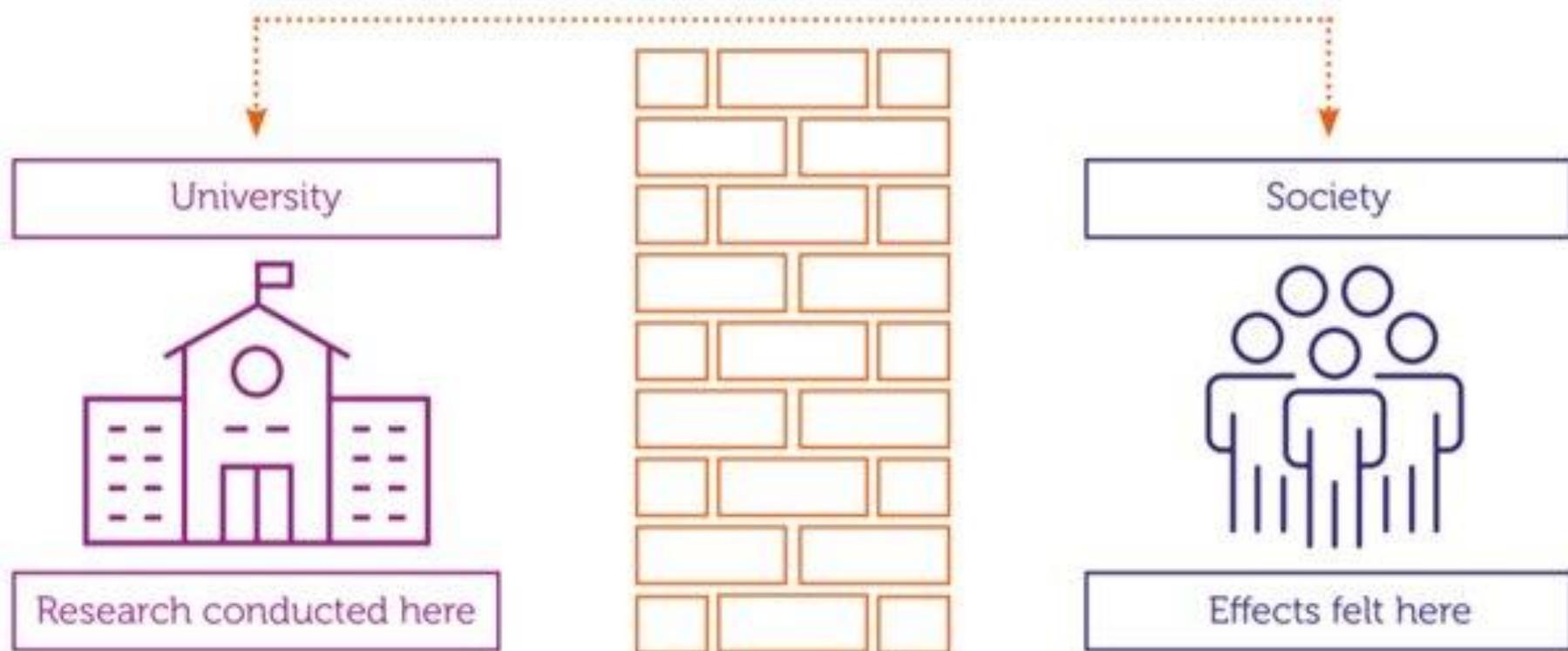


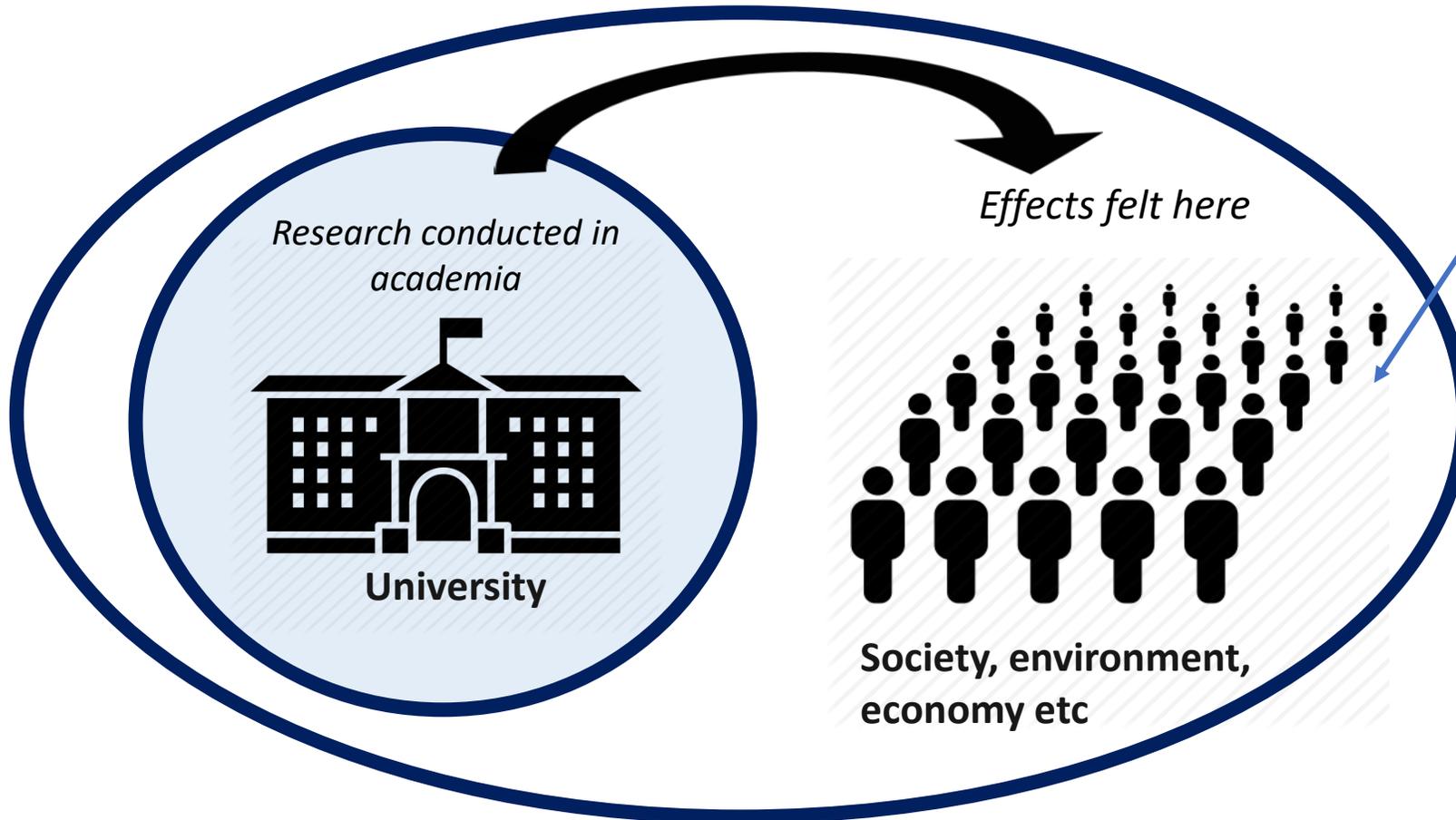
Making a Real Impact

Developing an Impact Mindset for Research

Impact is measured by where the effects of research are felt



Impact is in the eye of the beholder

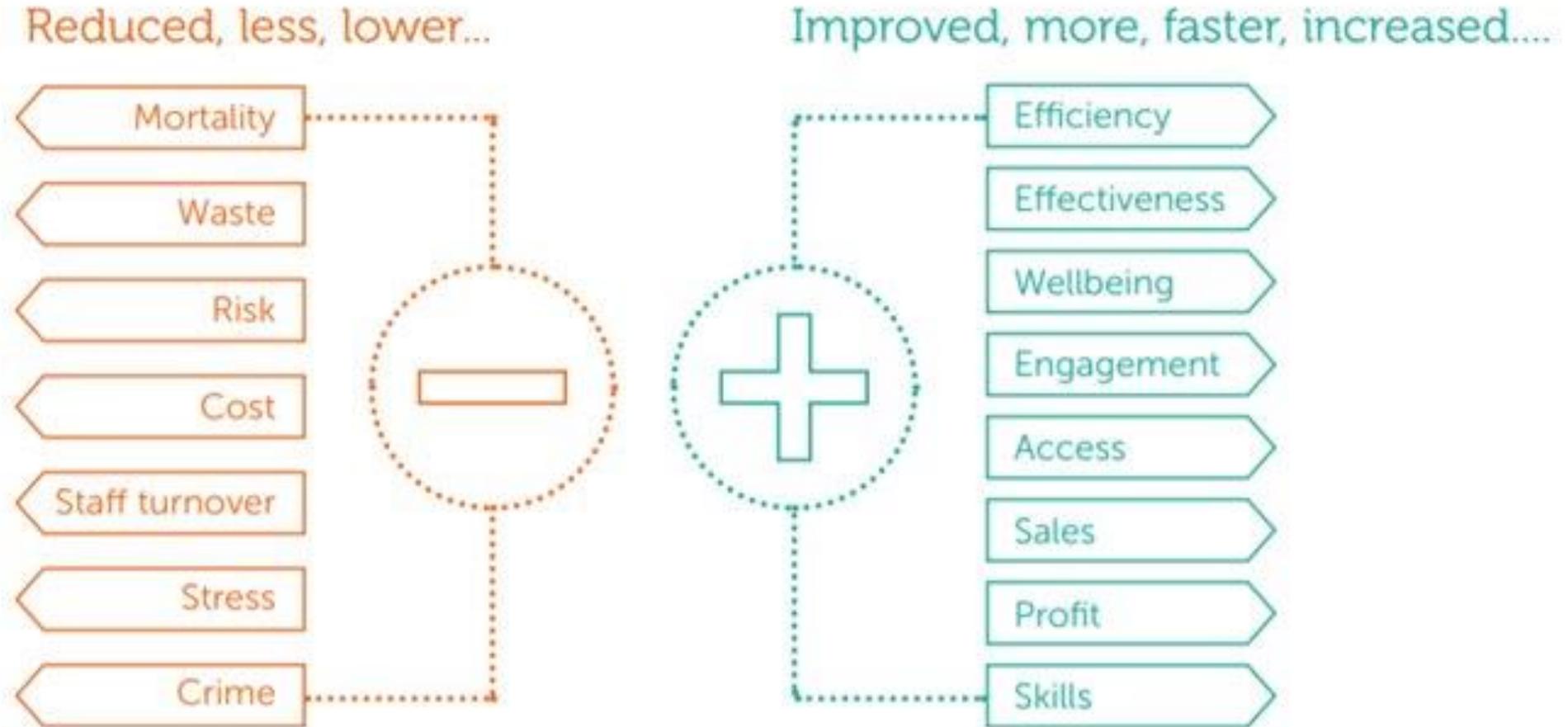


Impact the term for effects witnessed, experienced, and demonstrated outside of academia, for instance:

- Benefits to society
- Benefits to the economy
- Benefits to the environment
- Cultural benefits



Impact is the provable change (benefit) of research in the 'real world'



The need for impact literacy

Given the breadth of impact possibilities it's important to be able to understand, appraise and make decisions about how to connect research to the outside world. This understanding can be called *impact literacy*.



What changes (impacts) happen, for whom, and how it can be demonstrated



How research can be mobilised into action.



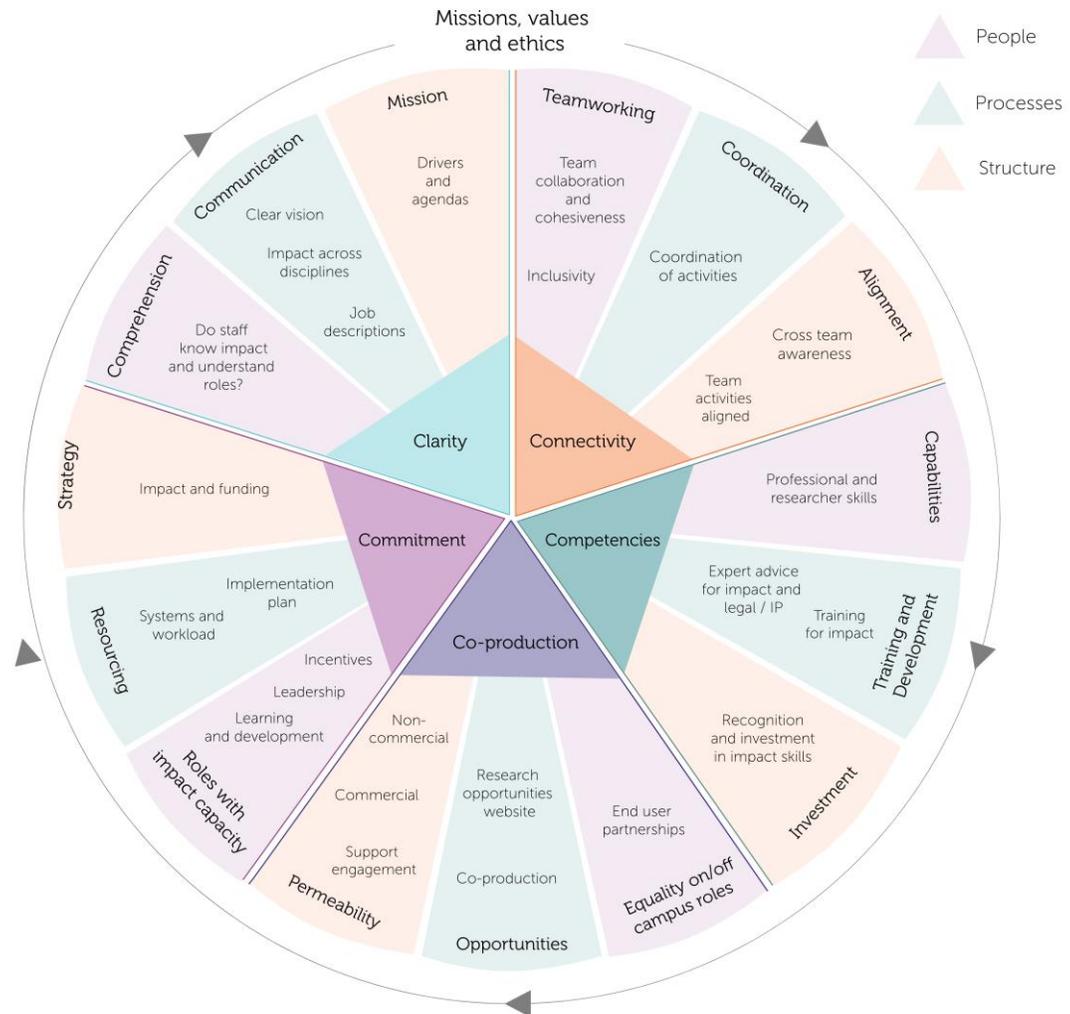
Who is involved in this, for what purpose, and with what skills



Why impact is being pursued, for what purpose, and with what ethical considerations.



The importance of a culture of impact



Developing skills for impact



Leading impact



Delivering impact



Effective communication



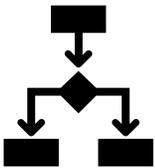
Impact partnerships



Strategy and planning



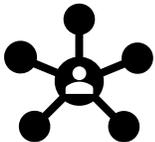
Impact training



Evaluating impact



Implementing impact strategy



Building and engaging networks

Planning for impact

It's also a myth that you can't plan impact

- Outlining stakeholders and associated activities increases the chances of research being used meaningfully
- Consider audience need, resources, people
- Set up means to monitor effects
- Plans might change and new opportunities arise
- A map by which impact can be navigated.

What changes and for whom?

How will you know?

How could you most appropriately/strongly 'prove' it?

How will you record it?

How will you communicate it?

What kind of activities should you include?



Engaging with stakeholders:

Mapping who they are
Understanding how and where will you find them
What do they need?
How will you speak their language?



Publishing strategy – as well as the article what else can you do to disseminate your research?

Social media
Blogs
Podcasts



What usable formats can you translate your research into?

Online toolkits
Lecture slides
Museum exhibitions



Just be aware that...

Accessible doesn't mean used

Digitising doesn't necessarily
mean used

Dissemination/outreach don't
mean engagement

Engagement doesn't guarantee
impact

Reflective questions

- How do you want this research to make a difference?
- What matters to people who might use yours or your colleagues' research?
- What can *you* do to help research create this change?
- Where can you go for help/support?
- What do you need to do to build your impact literacy and professional skills?



For more information:

<https://www.emeraldgrouppublishing.com/about/our-stance/our-impact>

<https://www.impactservices.emerald.com>

Helen Beddow: hbeddow@emerald.com



Useful terms

Impact

The provable effects of research in the real world

Impact literacy

The ability to understand, appraise and make decisions about how your research resonates with the outside world

Knowledge Mobilisation

The methods you will use to support the impact you want to see happen

Knowledge Exchange or Transfer

The process to bring together academic staff, users of research and wider groups and communities to increase the impact of research. The process encourages the sharing of ideas, data, experience and expertise which is mutually beneficial to all parties involved.

