



# Research Impact: Creating Meaning and Value

Explore the fundamentals of research impact and how it can be embedded in the research journey



**Research Impact: Creating Meaning and Value** teaches the fundamentals of research impact to help support universities in embedding a broader culture of research impact. While references are made to national impact assessment exercises and specific funding requirements in different regions, the course identifies universal skills mapped to the research journey.

Modules include plentiful real-world case studies, inspiring stories and video interviews representing a range of researchers from across disciplines and at different career stages. Researchers are also encouraged to reflect on their own context. Activities are designed so that researchers can choose their own path through the content, whether that's related to specific disciplines or national contexts.

# Modules & Subtopics

Please note all timings are approximate

## Module 1: Defining Research Impact (35 minutes)

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• What is research impact?</li><li>• Types of Impact</li><li>• Why work towards impact?</li><li>• The Impact journey</li></ul> | <ul style="list-style-type: none"><li>• Where do I start?</li><li>• Impact Culture</li><li>• Impact in funding proposals</li></ul> |
|--|--|

## Module 2: Planning your Impact (30 minutes)

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Why should we plan for impact?</li><li>• Defining your impact goal</li><li>• Stakeholder analysis</li></ul> | <ul style="list-style-type: none"><li>• Developing engagement plans</li><li>• Visualising your pathway to impact</li><li>• Creating an impact plan</li></ul> |
|---|--|

## Module 3: Engagement and Communication Strategies (35 minutes)

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• The engagement spectrum</li><li>• Stakeholder engagement</li><li>• Engagement across a research cycle</li><li>• Communication for engagement</li></ul> | <ul style="list-style-type: none"><li>• Choosing communication channels to support engagement</li><li>• Public engagement</li><li>• Navigating engagement channels</li></ul> |
|--|--|

## Module 4: Evaluating and Monitoring Impact (40 minutes)

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Why evaluation matters to your project</li><li>• How to plan evaluation</li><li>• Embedding evaluation throughout the project life cycle</li><li>• Choosing an appropriate evaluation approach</li></ul> | <ul style="list-style-type: none"><li>• Evaluation analysis for in-project development</li><li>• Building an evaluation plan</li><li>• Learning from success and failure: Process evaluation</li></ul> |
|--|--|

## Module 5: Evidencing Impact (35 minutes)

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Evidencing impact: Introduction</li><li>• Developing a value proposition</li><li>• Choosing a methodological approach for evidencing your impact</li><li>• Using interviews to evidence impact</li></ul> | <ul style="list-style-type: none"><li>• Using surveys to evidence impact</li><li>• Using focus groups to evidence impact</li><li>• Creative ways to evidence impact</li><li>• Reporting on evidence</li></ul> |
|--|---|

## Key Benefits -

- A multi-disciplinary approach enables researchers to choose their path and encourages collaboration across disciplines.
- A flexible, modular structure enables researchers to dip in and out of the programme at a time and place that suits them.
- It supports a blended approach and can be used to complement any existing workshops and other training and support initiatives at your university.

## Lead Advisors -

### Dr Tamika Heiden

Dr Tamika Heiden is the Principal of the Research Impact Academy. Tamika's national and international work brings together researchers and research users to share, create and translate knowledge for the betterment of society. Tamika won the 2018 award for Excellence in Knowledge Translation from the SickKids Learning Institute in Toronto and the Award for Innovation from the Institute for Knowledge Mobilization.



### Dr Ged Hall

Dr Ged Hall has worked for 20 years at senior levels in the Higher Education sector in the UK. For the last decade this has focused on the area of research impact. Previously Ged managed researcher development for the University of Nottingham. He is currently the Innovation and Enterprise Senior Training and Development Officer in the Staff and Departmental Development Unit, University of Leeds.



**Find out more: [www.epigeum.com/courses/research/research-impact-creating-meaning-and-value/](http://www.epigeum.com/courses/research/research-impact-creating-meaning-and-value/)**

**Request a free trial: [epigeum@sagepub.com](mailto:epigeum@sagepub.com)**



Follow us: **@Epigeum**



Follow us: **Epigeum**

