

The background of the entire page is a close-up photograph of water droplets on a green leaf. The droplets are of various sizes and are in sharp focus, reflecting light. The leaf is a vibrant green color. In the top right corner, there is a semi-circular cutout showing a solid light blue color.

Bulletin

Training for Trainers

Building research impact skills to cascade to your teams



Kristine Pommert, Lead Trainer

Kristine joined Bulletin in 2012 after a 20-year career as a BBC journalist, programme maker and trainer. Since then she has been immersed in the impact agenda, helping universities with their impact case studies for the REF and designing and delivering impact skills workshops for a wide range of clients and groups, from early career to senior researchers. Kristine holds a Certificate in Training Practice (CIPD) and a post-graduate qualification in Coaching.

Why train with Bulletin's specialist academic team?

- We have worked for around 30 universities and research institutes in the UK and Europe. Our extensive experience in developing and executing impact strategies for universities and building relationships with policymakers and other stakeholders means we understand the impact agenda and are particularly well placed to deliver effective training in this area.
- The workshops are tailored to meet your specific objectives for your impact champions and their research areas.

Call us today to discuss your needs:

Martin Stott
martin.stott@bulletin.co.uk

07956 917978
08450 750086

www.bulletin.co.uk/academic
www.bulletin.co.uk

Research impact skills for trainers

Following the REF2014, many universities are now working on strategies to ensure that their researchers – in every faculty and school, from early career to senior levels – understand and embrace the research impact agenda.

Impact has become an integral part of all applications for public funding, and key funding bodies have made it clear that they are keen to see the new research generation develop impact skills early on. Many mid-career researchers, looking ahead to the next REF, still feel ill-equipped to deal with the new understanding of impact and to evidence and quantify it effectively.

The best way to roll out impact skills across universities is to train all researchers, at every level, whose research has impact potential. And the most cost-effective way of achieving this is to invest in the training of a core group of impact champions or “multipliers”, allowing them to roll out what they have learnt across their own faculties or schools. Our Training for Trainers modules address precisely this need.

The main emphasis of these workshops is on building impact skills and demonstrating effective ways of teaching them through practical exercises.

What modules are available?

Core module

Refresher training for impact champions and other multipliers

- Impact outside academia: definitions and practical examples
- The importance of the impact agenda
- Quantifying, evidencing, tracking and storing impact
- Developing an impact strategy
- Helping your teams plan impact in their own research areas
- Incorporating impact into research design
- Impact for grant applications and the next REF

3 hours

Note: it is advisable to begin each training event with the core module above and then add a selection of extra modules which are particularly relevant to your impact champions.

Extra modules

Impact through social and digital media

Senior research staff often feel insecure engaging with social and digital media and are either unaware of their impact-generating potential or reluctant to discuss this with younger researchers who may be more social media-savvy. This module takes the fear out of engaging with this area – and demonstrates its enormous potential.

- How to use social networks like Twitter and LinkedIn to build and support impact
- Impact through blogging
- Effective writing for non-academic audiences

3 hours

Understanding policy

- Identifying policy areas relevant to your area's research
- Developing engagement processes: why "sending out stuff" is not enough
- What do policymakers respond to? Successful communication
- Making sure your contribution is acknowledged

2.5 hours

Effective briefs for policymakers

For those who want to increase the impact of their research by briefing ministers and civil servants in writing. Builds on the "Understanding policy" module.

- What do policymakers look for in a written brief?
- Identifying and formulating the policy implications of your research
- Writing in language and formats readily acceptable to policymakers
- Opportunity to start writing your own policy brief or re-work an existing one – with feedback
- Capitalising on initial successes

3 hours

Creating impactful engagement with groups, events and projects

- Understanding your public: who are your researchers trying to engage with?
- Identifying your target groups: schools, charities, interest groups, general public etc
- Planning and developing public engagement projects and events
- From engagement to impact: how to make sure it changes something and collect and store the evidence

2-2.5 hours

Maximising the effects of your training sessions

This module is specifically designed for impact champions who want to run dedicated impact skills training sessions for their own teams, but have no prior training or teaching experience. It provides the opportunity to develop awareness of what works best and why.

- Defining objectives that work for learners and their institutions
- Overcoming learner reluctance
- Learning styles and how to make sure your training meets all of them
- Lecture style vs interactive training
- How to make sure that your training meets your defined objectives – and demonstrate that this is the case

1 hour

One-to-one impact skills coaching for impact champions

An opportunity to work with a qualified coach on any particular issues that are best dealt with on a one-to-one basis.

1 hour

Towards an impact strategy

A bespoke workshop that enables teams to revisit together what they need to know about impact and then work on their own research projects to identify which of their possible impact cases have the strongest impact potential and should take priority in being developed for the next REF. The module covers:

- Impact outside academia: review of definitions and practical examples from relevant areas
- Quantifying, evidencing, tracking and storing impact
- Incorporating impact into your research design
- Developing an impact strategy
- Time for team members to analyse the impact potential of their own project, and what they need to do to make it happen
- Group discussion to identify the strongest impact cases
- Impact for the next REF and grant applications

3.5 hours

Who are the workshops for?

Impact champions and other multipliers tasked with making sure that researchers in their faculties, schools or departments understand and embrace the research impact agenda.

How are the workshops organised?

Training for Trainers workshops are offered in modular form, allowing universities to choose exactly what aspects of the impact agenda are most relevant to their impact champions. For those who want to pass their learning on by running their own training sessions, a module on running effective training sessions is also offered.

Each module can be tailored to your specific objectives.

Each workshop includes a strong interactive element, enabling delegates to experience some of the exercises that they can then use in their own sessions and ensuring that their own trainees formulate specific action points.

How long are the workshops?

This will depend on what exactly you would like out of them and the modules you choose. There is a core module which we would strongly advise every impact champion to take. This can be combined with any extra modules which are particularly relevant to the group concerned.

Different modules can be combined into one training day if desired. Anything from a few hours to a whole day or a succession of days can be arranged.

How will delegates and their universities benefit?

By the end of each workshop that includes the core module, impact champions will:

- Show a clear understanding of the nature and importance of non-academic impact and be able to specify what forms that may take in their own areas

- Have set impact generation goals for a specific research project from within their own area and acquired the tools to help their teams apply this process to other projects
- Demonstrate a clear understanding of how to help their teams achieve these goals
- Appreciate the importance of guiding their teams towards defining specific action points for generating impact out of their research

By the end of each extra impact-related module, impact champions will:

- Demonstrate enhanced impact generation skills in the area covered by the module (e.g. impact through social media, public policy, impactful engagement)

By the end of "Maximising the effect of your training sessions", impact champions will:

- Have formulated learning objectives for their own areas
- Have developed strategies to engage learners and overcome any reluctance
- Demonstrate that they know how to make sure their training meets the objectives set

Maximum number of delegates

Workshops work best for up to 8 delegates, ensuring each receives individual attention and derives maximum benefit.

A more general introduction to impact for impact champions, with a more lecture-style and less individualised approach, is available on request for larger groups of up to 25.

Course materials

All delegates will receive electronic versions of the training materials used (slides, worksheets and handouts) after attending a given workshop. These can be freely used and distributed within the client university but not beyond, as they are protected by copyright.

Your feedback counts

Our training is subject to a rigorous process of continuous evaluation and improvement to ensure we deliver the best possible service.

Other ways we can help you enhance your research impact

Everything we do at Bulletin is designed to enable excellent research to deliver the greatest possible economic, social or cultural benefits – and to make sure the institutions we work with are ahead of the competition. In addition to training, we offer tailored academic consultancy and communications packages to help universities:

- Increase the impact of their research on public policy
- Maximise, track and demonstrate the impact of research in any area
- Develop strategies for impact assessments (such as the REF) and ensure high scores
- Create new funding sources and income-generating partnerships
- Communicate research findings effectively to target audiences, such as policymakers, the public, private and third sectors, the media, funders and students

Full details are available from:

Neil Robinson
neil.robinson@bulletin.co.uk