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## **Empowering Researchers to Generate Impact**

**CONUL Training & Development Group/ CONUL Research Group**

Mentoring Suite, O'Reilly Library, Dublin City University (Glasnevin campus)

**09.30 Tea/coffee**

**Start 10.30**

### **Session 1: Introduction**

- Motivating impact
- 5 ways research can make a bigger impact
- Identifying evidence-based principles underpinning impact

### **Session 2: Empowering academics to achieve impact without wasting their time**

- Easy first steps for academics who can't imagine impact from their work: stakeholder and publics analysis template
- The Fast Track Impact planning template: 1 hour to guarantee progress towards impact
- Free online impact training for academics (to deploy at scale or use in mentoring)

### **Session 3: Evidencing impacts from public engagement**

- Overcoming barriers to tracking impact
- How to design an impact evaluation

*12.30 Lunch*

### **Session 4: Designing and facilitating empowering conversations and meetings with academics for impact**

- How to structure a conversation to empower academics to take the first steps towards impact
- Managing power:
  - Techniques for increasing your power and confidence when you have to work with individuals or facilitate groups of people you feel are more powerful than you
  - Simple tips and tricks you can use to manage dominant, offensive and powerful individuals without requiring any power of your own, to keep things on track

*Break*

### **Session 5: The digital librarian – how to enable academics to use their digital footprint for impact**

- Critically reflect on your digital footprint and consider how you can actively manage and curate your online presence more efficiently and effectively
- Critically discuss the risks and benefits of social media, addressing concerns over time-wasting, privacy and reputational damage head-on
- Consider how you can help researchers generate their own research-based content that drives impact
- Learn how and your researchers can grow influence and audience without spending all day online

*Close 16.00*

# Trainer



**Prof Mark Reed** is a recognized international expert in impact research with >140 publications that have been cited >10,000 times. He has won awards for the impact of his work as a Professor at Newcastle University and Research Manager for an international charity. His work has been funded by ESRC, NERC, AHRC, STFC and BBSRC, and he regularly collaborates and publishes with scholars ranging from the arts and humanities to physical sciences.

He has been commissioned to write reports and talk to international policy conferences by the United Nations and is a science advisor to the BBC. His interdisciplinary approach to impact has been featured by Research Councils UK as an example of good practice and he has trained their staff and been invited by them to provide internal seminars on impact.

Mark provides training and advice to Universities, research funders, NGOs and policy-makers internationally, and regularly works with business. Find out more about his work at: [www.profmarkreed.com](http://www.profmarkreed.com) or follow him on Twitter @profmarkreed

## Fast Track Impact

Fast Track Impact is an international training company working in the Higher Education and research and innovation sectors. Our mission is to change the way researchers generate and share knowledge, so that their ideas can change the world.

We run training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. We have trained >4000 researchers from >200 institutions in 55 countries and offer face-to-face trainings across the world from the UK to Australia.

Fast Track Impact was co-founded by Prof Mark Reed (Newcastle University) and Dr Ana Attlee (Project Maya Community Interest Company) in 2013, funded by the UK Government's Research Councils, and launched as an independent spin-out company in 2015, led by Prof Reed.

[www.fasttrackimpact.com](http://www.fasttrackimpact.com)

