

TRAINING IMPACT

How can I realise more social and/or economic impact with my research and education? What is a good strategy for this and the most suitable route? How can I tell the story behind my research? And for whom is it interesting? Where do I want to make a difference and with whom? And how do I approach parties like media, government institutions or companies? How do I approach it?

Profile participant

Researcher who wants to improve his skills in realising impact and who has an appointment at the Amsterdam UMC or the VU. Mid-career, UD, UHD with a track record in the field of research and already has some experience with cooperation with external parties. Contribution of a project and/or idea is desirable. Relevant for all science disciplines.

Practical information

Programme: 6 days in total, spread over a period of 6 months. Period: May (intake) June - November 2022 (training)

Costs: 2,750 EUR (1,000 EUR training budget for the researcher, 1,750 EUR paid by department/faculty/research institute/ IXA Amsterdam UMC)

Selection: participants nominated by department/faculty/ research institute

Maximum number: 14, with a mix of VU and Amsterdam UMC participants

The programme

- 1 intake (45-60 min) in which the programme is explained and the learning goals of participants are discussed and determined together (including drawing up an Impact strategy/plan);
- 3 thematic modules of 3 days at external location from 9.30-16.30 hrs;
- 2 intervision meetings of 1 half day per participant (max 5-6 participants per intervision group);
- 2 online writing sessions of 1 half day where participants work together on an Impact strategy/plan;
- homework assignments prior to and in the interim of the modules;
- a buddy system in which 2-3 participants are linked to each other for further deepening in the interim;
- a closing meeting where participants present the Impact strategy/plan to stakeholders, 1 half-day.

Training Content

Intake interview 45-60 min

Intermediate homework assignments, intervision and writing sessions

MODULE 1: Motivators and Scientific storytelling: what story do I have to tell? (1 day at external location)

The why question and the motives for doing research and realising impact: Why do I want this? Where do I want to make a difference, what problem do I want to solve, what do I want to do for society ?

What internal and external processes do I have to take into account? What are my motives? What is my vision on social impact? What are the most important target groups for me? What story do I have to tell?
MODULE 2: Cooperation and communication: how do I make contact? (1 day at external location)
Networking, negotiating and co-operating. How do I negotiate? What are the different strategies that can be used? How do I handle this? Practicing conversation situations in different settings and at different levels s. With which parties do I want to cooperate (both internally and externally) and what are appropriate communication styles? You practise conducting conversations with actors. How do I deal with resistance on the basis of my own casuistry? How can I exert influence inside and outside my organization?
Writing session (2 half-days): under supervision, we jointly work on the Impact strategy/plan.
Intervision focused on cases with impact (2 half-days at external location) Under the guidance of a senior coach and consultant with experience in business and government, a personal case is studied in depth. How do I deal with certain situations? How do I react and what do I encounter in the dynamics with others? Practical situations are discussed in small groups (max. 5 participants), the own perspective on an issue or situation is broadened. Forms that are used include gossiping, the 10-step model model, associating, the 6 thinking hats of de bono
MODULE 3: Inspiration and implementation: how do I go about it? (1 day at an external location)
Participants are inspired by different themes they can choose from: In conversation with experienced researchers within the alpha, gamma and beta domain (setting up consortia, research labs with industry, an academic entrepreneur) In conversation with a policy maker (local/ national): how can I gain and exercise influence on politics and policy? How do I go about it? NWO/ ZonMw: policy makers' policy on Impact and what does this mean for my research? Valorisation landscape: links with education and research In discussion with an industrial partner or government institution: what is important in the cooperation for the external party? Interview with a lawyer: what intellectual property issues do I have to deal with, how do I handle them? What do I need to arrange and know? Interview with a spokesperson from the Communication department of one of the knowledge institutions: how do I deal with the media, what do I need to think about? In discussion with an organisational advisor: which steps should I take to get my plan implemented? Implementation and organisation: further work on my impact strategy/plan, which milestones do I define and what planning do I keep to, how do I take ownership? How do I organise and what do I need to make this a success? What lessons do I take away from the morning sessions for my strategic plan?

Final session: presentation of the Impact plan in the organisation (1 half-day session on location at one of the knowledge institutions)

It is important that the realisation of impact becomes more visible. On the one hand, this serves to increase support among administrators (deans, Impact Board and departmental heads). On the other hand, the showcases serve as inspiration for other researchers.

Creating partnerships and the start of a network of Impact experts.

Testimonials Impact Training from participants

Testimonials Basic Training Impact by IXA - YouTube

Daniela Oprea-Lager, Nuclear Medicine Amsterdam UMC

"When I think of who I would recommend such a course to, I think of all the people, colleagues, young talents, people who believe in what they do and if you want to let others know what your strengths are then the Impact course is definitely for you".

Vera Keil, radiologist and staff member of Amsterdam UMC

"The Impact programme is highly recommended: you meet new people, learn new communication styles and techniques, and above all, you learn a lot about yourself and what you want to achieve with your research. This has given me a much better focus to realise impact with my own research."

Marieke van Wieringen, associate professor at the Department of Organizational Science (FSW)

"I have learned that there are several ways to have an impact. For example, I used to write only a research report but now I have also written accessible blogs with colleagues and we have made a discussion board. In addition, we entered into a dialogue with various stakeholders about the results".

Sanne Buisman, assistant professor of criminal law and procedural law at VU University (RCH)

"The interesting thing about this programme is that in the beginning I thought, but impact is part of your research, isn't it? This programme has confirmed that. If you think beyond just your research idea, but also what do I want to achieve with it, who do I need to do it, what do I need to do it, you are much better at doing research and you can achieve much more than just publishing an article or a book".