

Top Tips for Impact



You will develop a better technology or product if you're working from the start with the people who will be using it.

Dr Marianne Ellis
Chemical Engineering



Impact cannot be achieved if engagement becomes an afterthought or window dressing.

Dr Christos Vasilakis
School of Management



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Top Tips for Impact



PLAN for impact in your research design

- Plan for impact at an early stage of your research design
- Remember that in your grant application you can cost in impact activities
- Consider the wide range of activities that can enhance impact (see the Impact Gateway)

ENGAGE non-academic stakeholders in your research

- Identify your stakeholders/ audiences and think about why they might want to engage with you
- Consider why, when and how you will engage with each group
- Think through what you want to happen as a result of your engagement

EVIDENCE your impact as you go

- Keep documents that show how people have engaged with, and benefited from, your research
- Work with the Press Team so they can capture your media coverage
- Record evidence on Pure