

Routes to Impact

8 Processes for Strategic Impact

From the report, "The impact of Higher Education Leadership, Governance and Management Research: Mining the 2014 Research Excellence Framework Impact Case Studies" by Dr. Elizabeth N. Morrow.

1. Researcher Impact Skills

Understanding what impact is and how to embed it into a project. Also, forming research collaborations and working on networking and communications skills.

3. Designing Research for Impact

Setting goals and identifying end-users or beneficiaries helps to direct impact energies. Good impact results from good planning, including the providing of impact resources.

5. Public/User Involvement

Meeting public need requires involving them at early stages in the research. This can mean consultation, collaboration, or any way to put researchers in touch with the public.

7. Developing Impactful Outputs

Making outputs easy to digest, by using familiar language or distilling key messages, ensures success by encouraging stakeholder backing and public buy-in.

2. Contextual Leverage

The broader landscape in which the research will occur. What can be leveraged in the research context? Is there a way of using political agendas to your advantage?

4. Stakeholder Engagement

When stakeholders and researchers work together, the right questions get asked at the right time, thus, prompting communication at the outset that leads to impactful work.

6. Mechanisms for Exchange

Stimulating interest, sharing perspectives, and building knowledge helps to make interactions productive. Think about events, debates, or activities to engage and stimulate.

8. Implementing and Evaluating Outcomes

Successful impact requires an implementation strategy and mechanisms in place to capture and assess outcomes.