

How to plan your research for real world impact!

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Content

Context

- ❖ What is research impact?
- ❖ Why is it important?

Best practice

- ❖ How to map out a results chain framework
- ❖ How to develop a pathway to impact



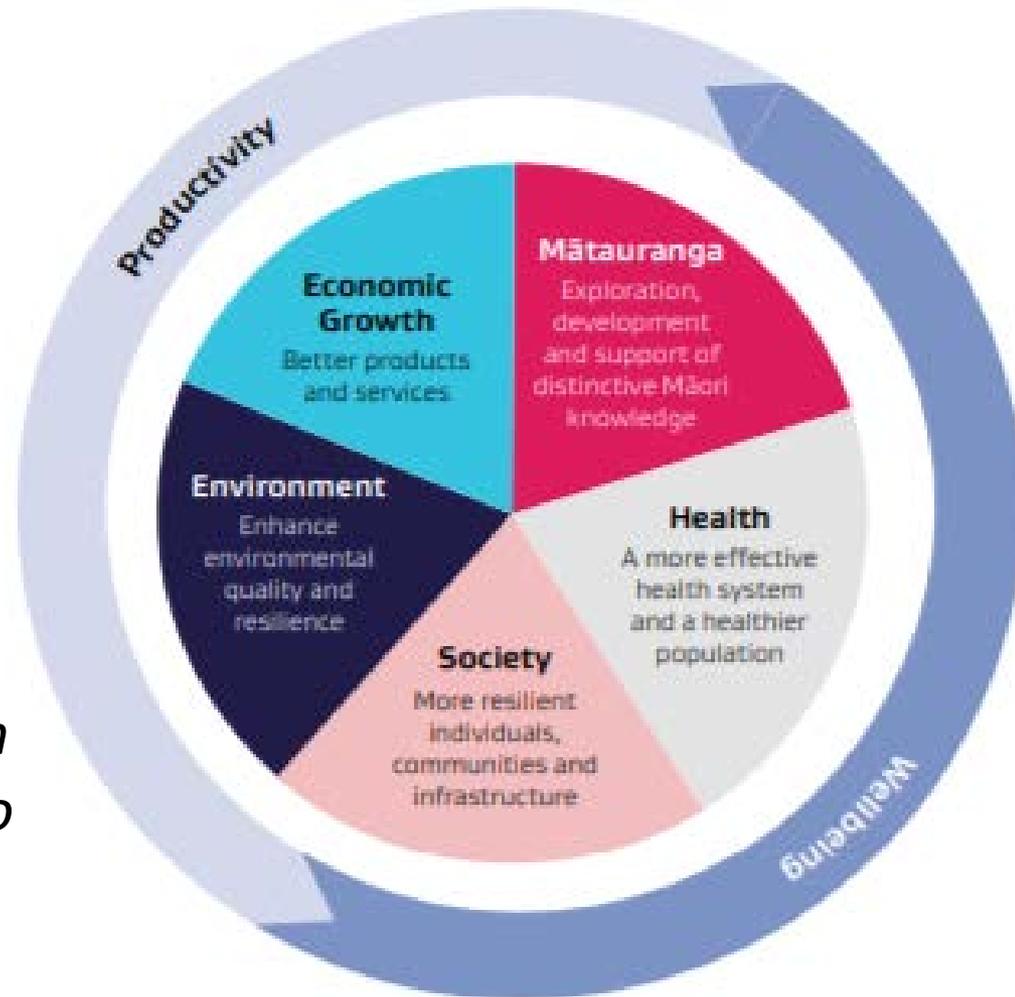
What is Research Impact?

A change to the economy, society or environment, beyond contribution to knowledge and skills in research organisations.

[Position Paper, MBIE](#)

The contribution that research and creative practice makes to society, the environment and the economy.

[UoA definition](#)



Why do we care?



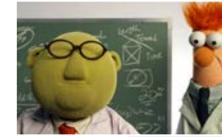
Funder/Gov

- Show benefit to NZ to secure ongoing funding
- Show responsibility of taxpayer money
- Solve societal problems
- Reduce costs/spend



University

- Attract more/new sources of funding
- Improve reputation/trust with communities
- Attract world-class researchers and best students
- Improve rankings
- Be ahead of the game in terms of reporting requirements
- Beneficial research impact for Māori
- Embracing changes in staff/student attitudes to wanting to make a difference in the real world



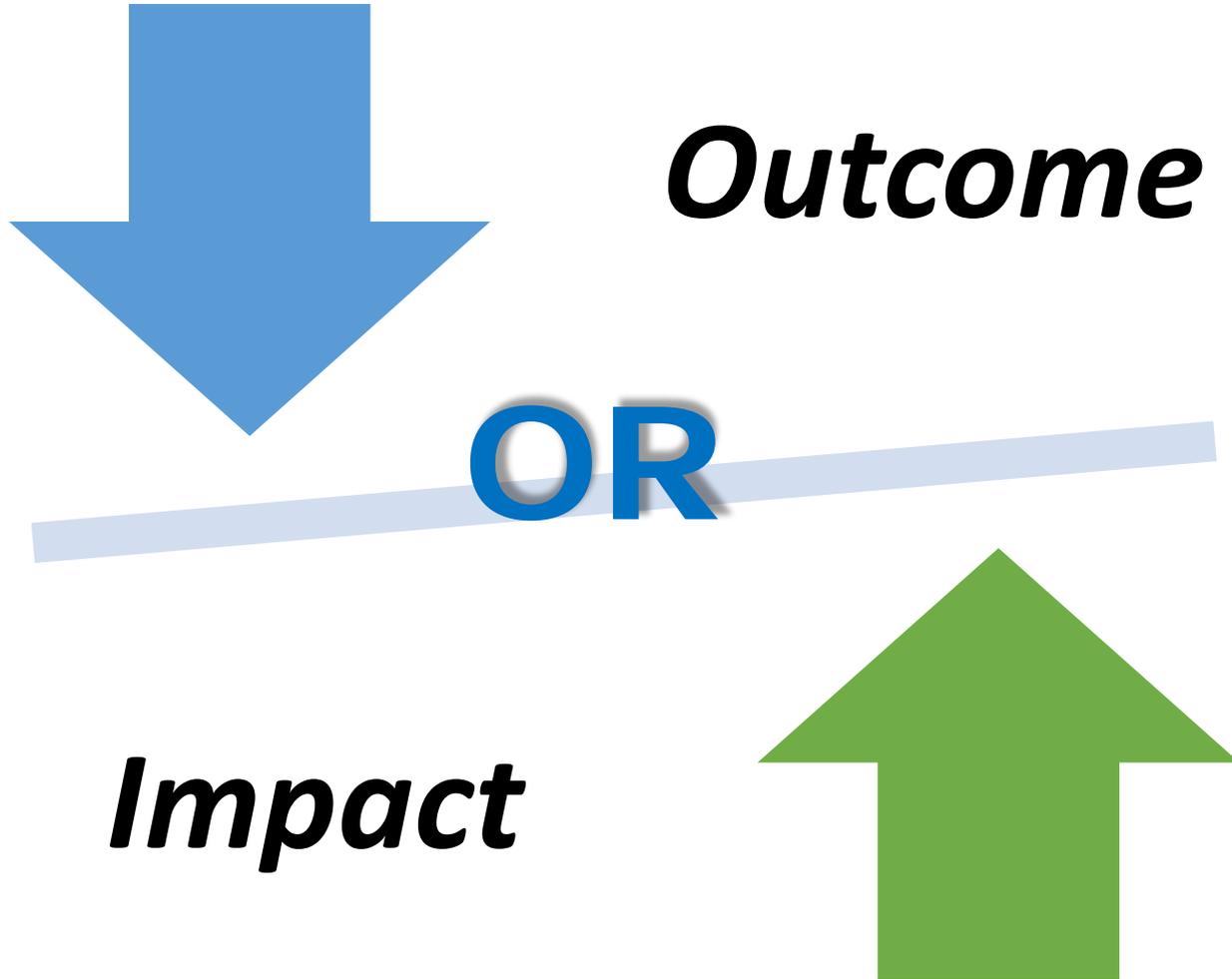
Researcher

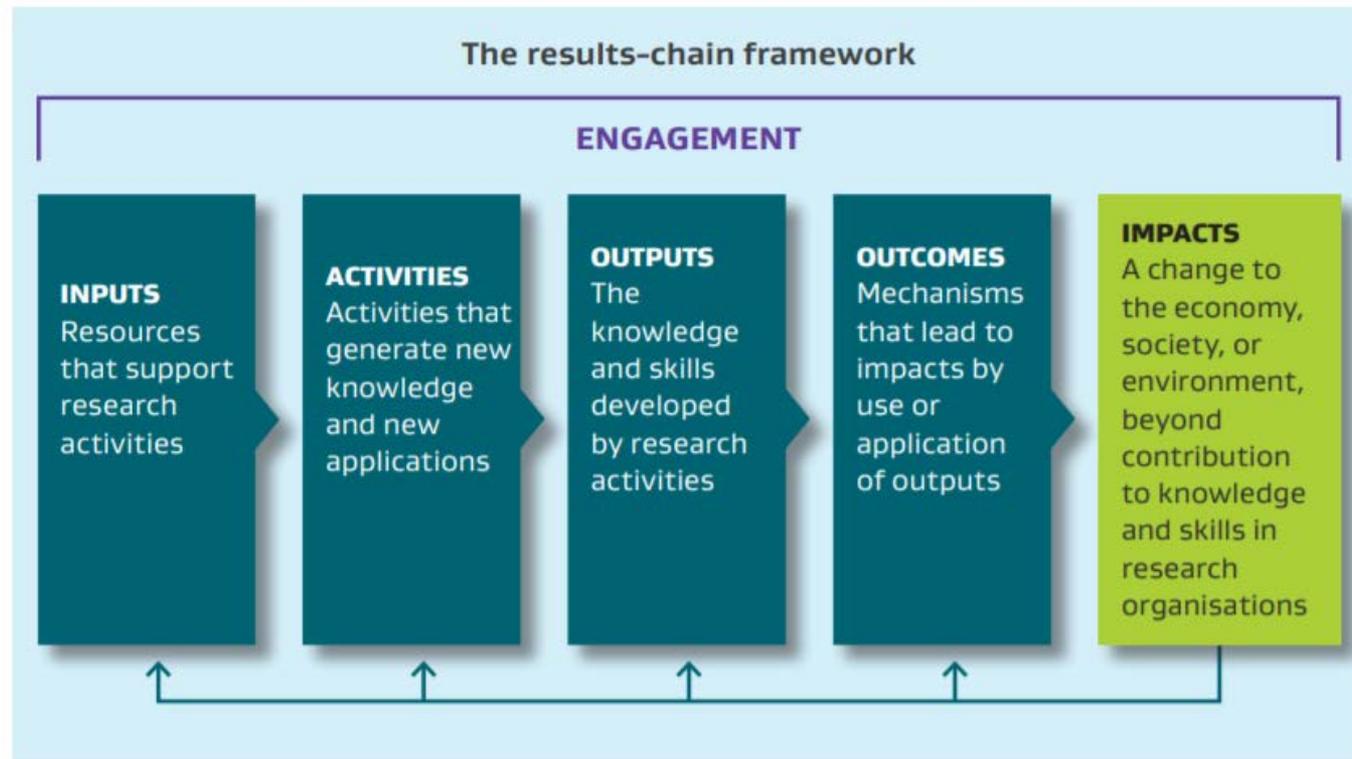
- Attract more/new sources of funding
- Address social responsibilities
- New research questions or fresh insights
- Develops new transferable skills
- Potential for improved quality of research

Results Chain Framework

Results Chain Framework

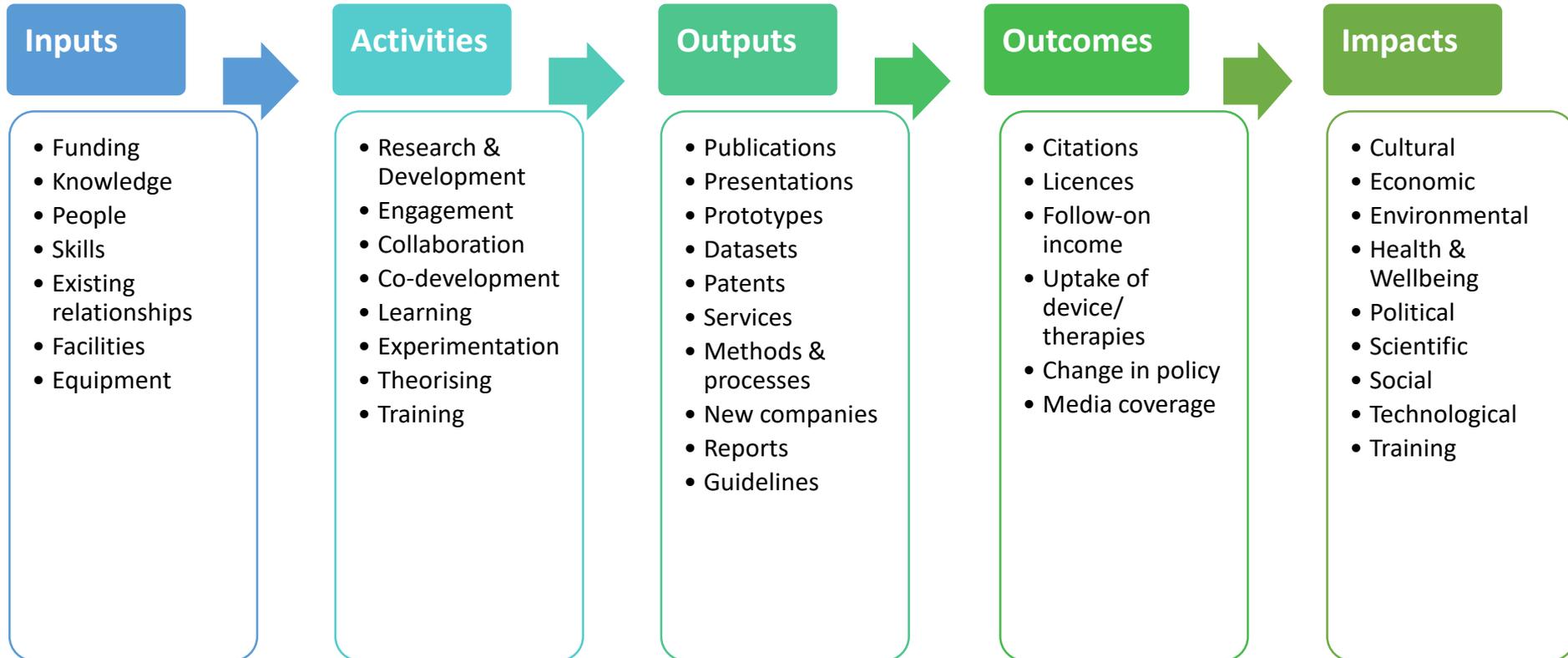






- › Research impact is a shared endeavour, and progress is unpredictable
- › **'Line-of-sight to impact'** means each researcher and institution can articulate their part in this shared endeavour.

Results Chain Framework



How to develop a pathway to impact

as a CHANGE AGENT you
can't make change happen

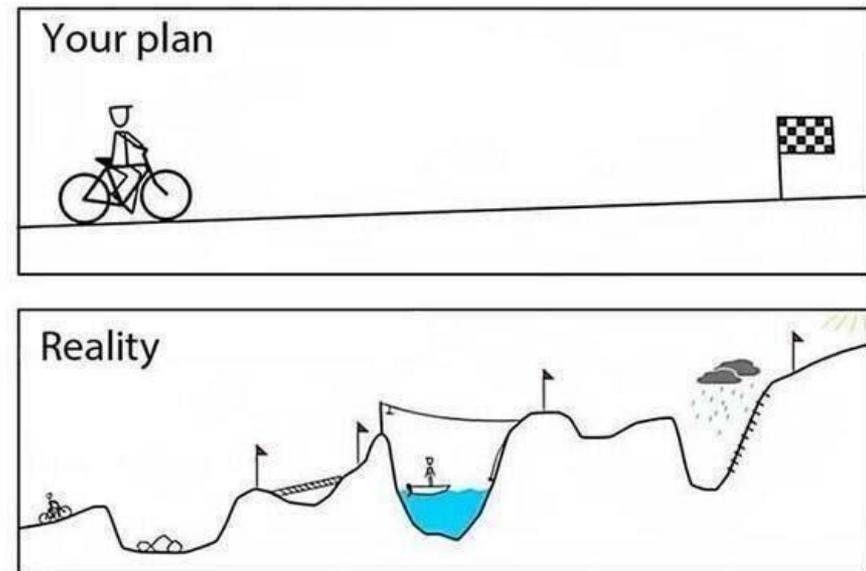
but you CAN create an
ENVIRONMENT that
increases the odds.



HENKIK KNIBERG #ALI2018

Planning process

1. Identifying the research need
2. Defining your (potential) impact
3. Mapping your stakeholders
4. Developing engagement plans
5. Piecing together your implementation plan



Copyright: [The Incidental Economist](#)

1. Identifying the research need

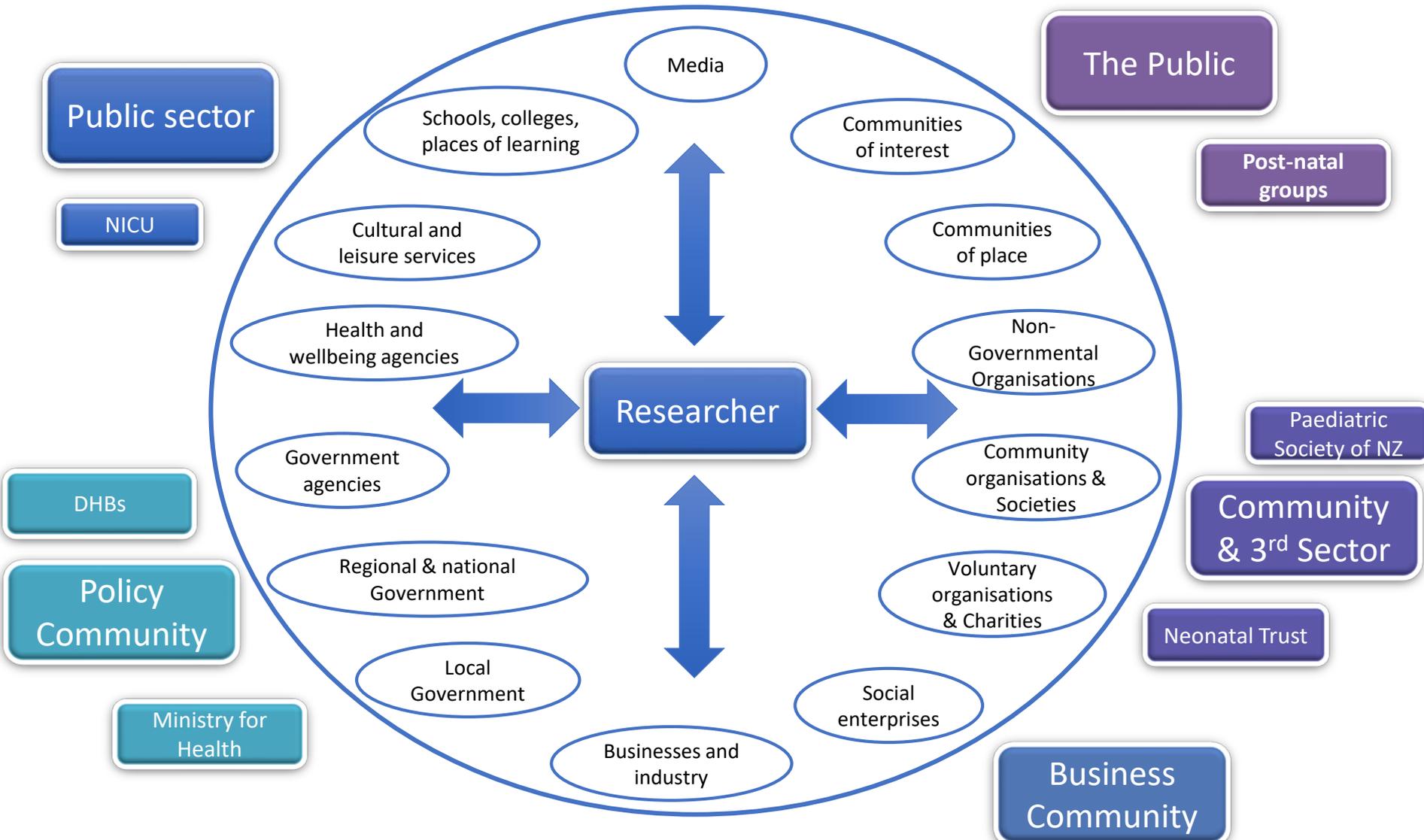
Starting with your research question/hypothesis...

- ❖ What is the wider problem, issue or gap your research feeds into?
- ❖ What is the magnitude of this issue?
 - ❖ How many people are affected, who is affected, and where is it felt?
- ❖ How can your research contribute to understanding or solving this problem/issue? What new information or perspective will it bring?
- ❖ What knowledge is currently out there? How is your research different?
- ❖ How can you evidence this research need? Linking to government priorities, policy documents, media reports, testimonials etc.

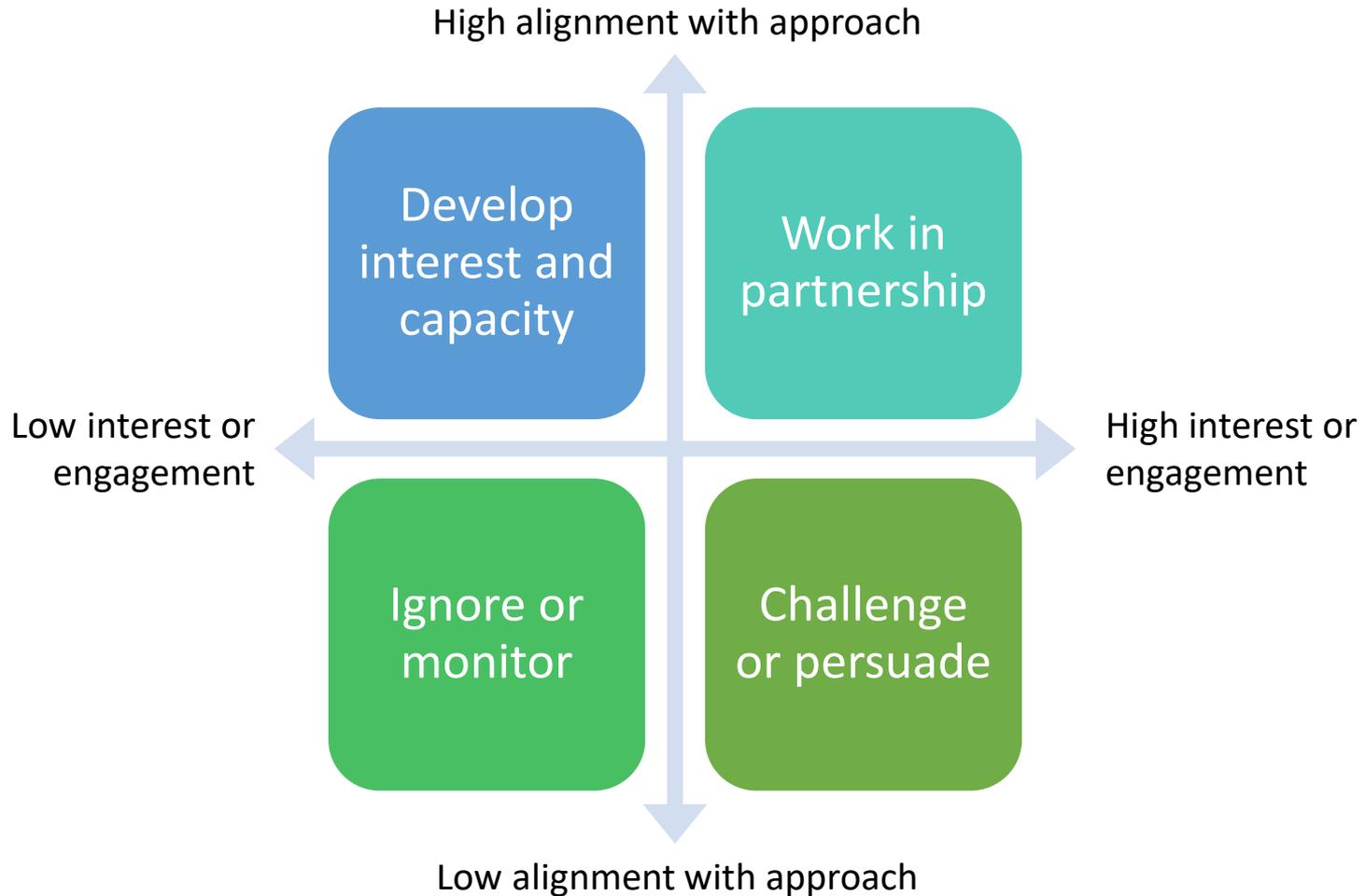
2. Defining your (potential) impact

- ❖ Flip the problem/issue on its head...
 - ❖ E.g. Difficult to rapidly identify infectious diseases within a community/faster identification of infectious disease within communities
 - ❖ E.g. Policy gap leading to poor engagement with child protection services in vulnerable pops/increased engagement with child protection services in vulnerable populations
- ❖ Be specific and realistic about the impacts that might be able to occur within your sphere of influence
- ❖ What would indicate that change has happened and that your research has made a difference? What observable changes might you see? How could you evidence this?

3. Mapping your stakeholders



3. Mapping your stakeholders



NOTE: Ten key principles of stakeholder engagement

1. Communicate
2. Consult, early and often
3. Remember, they are only human
4. Plan it!
5. Relationships are key
6. Simple, but not easy
7. Part of managing risk as well as opportunity
8. Compromise
9. Joint understanding of what success is
10. Take responsibility

Source: Association for Project Management, [Golden Rules of Stakeholder Management](#)

4. Developing engagement plans



- ✓ Co-design of research
- ✓ Co-production of knowledge
- ✓ Provide data
- ✓ Help communicate
- ✓ Use the outputs
- ✓ Beneficiaries of the research

4. Developing engagement plans

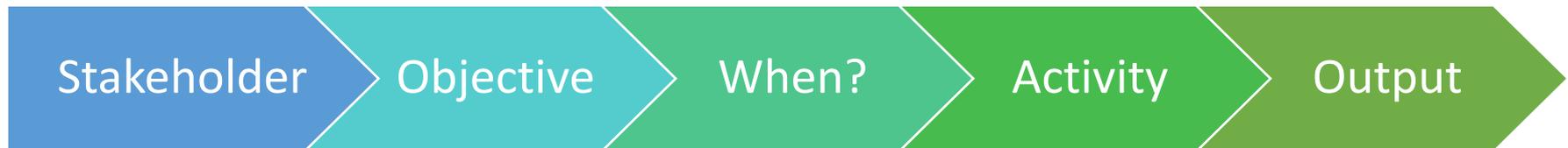
Activities

Co-design Workshops	Project Advisory Board	Secondments
Public Events	Stakeholder conferences	Community hui
Webinars/ teleconferences	Policy dialogues	Training events

Outputs

Policy briefing	Toolkit	Social Media
Media release	Videos	Prototypes
Datasets	Methods & processes	Reports
	Guidelines	

5. Piecing together your implementation plan



- ❖ You will have multiple lines for each stakeholder
- ❖ Who is going to deliver?
- ❖ How much staff time required?
- ❖ Budget?
- ❖ Deadline?
- ❖ Priority?

Any Questions?

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