

Making an impact with research

- 1** Identify organisations with which you can form partnerships. Partners can help you to develop your proposal, guide the research itself, and disseminate outcomes.
- 2** Think KE (knowledge exchange) rather than KT (knowledge transfer). With KT, the researcher decides what other people need to know and then tells them; with KE there is a dialogue in which all parties not only speak but also listen and learn.
- 3** When bidding for funding, ensure that you bid for adequate resources for impact activities, otherwise your plans for making an impact will lack credibility and fail to materialise.
- 4** Note that papers published in open access journals may be read by a wider, more diverse, audience than those published behind a paywall.
- 5** Ensure your project plan includes the production of grey literature (see Writing Protocol 14, 'Harnessing the power of grey literature'). Journal papers are not enough.
- 6** Consider how translation into other languages might broaden the reach of your outputs.
- 7** Think marketing: even free resources require marketing in order to gain attention.
- 8** Maintain a project archive so that you can retrace, and demonstrate, the means by which your research makes an impact.

This resource is published as the twenty-first in the Writing Protocols series.

Resources

Pam Denicolo, *Achieving impact in research* (Sage, 2014)

Writing Protocol 10, 'Writing a press release'

Writing Protocol 12, 'Building your platform'

Writing Protocol 14, 'Harnessing the power of grey literature'

About Frontinus

We help engineers with bids, presentations, papers, reports, and publications.

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