

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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