



UNIVERSITY OF
LIVERPOOL

MAKING AN IMPACT 2024

TOP TIPS

13 MAY — 14 JUNE

Register for sessions at:

liverpool.ac.uk/researcher/making-impact

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Animating your research: producing impactful social media content

Dr Mhairi Towler



FIVE TOP TIPS



Start by writing your script and clarifying the points you want to convey



Consider if your audience are experts or non-experts (add/remove jargon to suit)



Storyboard your script to include visuals that convey what you are talking about



Add music to lift the animation and make it even more dynamic



Make sure action and voiceover timings match

Leveraging LinkedIn + AI for Career Building, Networking & Job Search

Sabrina Woods



FIVE TOP TIPS



If you decide to drop in your resume to help you develop content for LinkedIn, be sure to exclude all contact info



Consider adding in one of your own writing samples so the tool can learn your writing style



When it comes to getting help on your profile content, your best prompts include your own stories, data, accomplishments, successes



The more info you feed in, the better the results will match your actual experience



If you break a larger task into smaller tasks and ask the Gen AI tool to complete each task using multiple prompts (sequentially; one after the other), this will give a better-quality response

Narrative CVs: an evolving story

Hannah Dutton



FIVE TOP TIPS



Double check the guidance – funders and calls may have different templates, word counts and assessment criteria



Tailor your CV – unlike traditional academic CVs, narrative CVs should be tailored to the individual project and call



Start early – the first time writing a narrative CV can take longer than you might think, so leave time for redrafting



Work together – if you are working on a team narrative CV, you will need to think about how you will capture the most relevant contributions from across the team



Reach out – ask for feedback from colleagues who might spot things you've missed, or can let you know if you haven't explained something clearly

Responsible and relevant research in the Global South: What does it take?

Dr Levi Gahman Johannah-Rae Reyes
Dr Tessa Barry, Dr Filiberto Penados



FIVE TOP TIPS



Shift power dynamics: Move beyond the sole expert / “heroic PI” model and actively engage in knowledge co-creation with communities



Prioritise reciprocity: Ensure the research and resources benefit both community members and collaborators



Centre respect and relevance: Listen actively to community concerns and priorities by respecting cultural norms and values throughout the process



Take colonialism seriously: Critically analyse research frameworks, authorship conventions, resource distribution, and control over data and refuse any methods that are exploitative or extractive



Forge trust and relationship: Go beyond transactional opportunism, short-term projects, and instrumental grant-grabbing - instead be present, responsive, and commit to long-term relationships

How to write for The Conversation

Dr Cat Owen

GLOBAL
OPPORTUNITIES
FUTURE ECONOMY
GROWTH AT SCALE



FIVE TOP TIPS



Keep an eye out in the news to get ideas for when your research might have broad appeal



Concise pitches are key for the Conversation



You'll work with an editor to develop your full article so ideas are key rather than a polished draft



Read The Conversation regularly to get an idea of the types of articles they publish



The press team are always happy to help review any Conversation pitches or discuss ways to communicate your research – do get in touch!

Don't know where to start with a narrative CV?

Elizabeth Adams

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GROWTH AT SCALE
INNOVATION ECOSYSTEM



THREE TOP TIPS



It's always easier to articulate your strengths when working with a friend or colleague to encourage you



Start gathering evidence now – but remember you don't have to include everything



If you've written something that makes you feel a bit icky, take it out – these are about evidence, not boasting and vague statements

Strategic career decision making

Elizabeth Adams



FIVE TOP TIPS



Understand the internal and external factors influencing your decision making



Reflect on your career strengths, values and drivers



Broaden your options and remove the stress by looking for a more playful career question



Notice and test your assumptions



Look for small routes in to try out another sector and understand if it's for you

Frameworks, frameworks, frameworks: The REF, KEF and You!

Bob Cooney, Steph Dolben



FIVE TOP TIPS



The University of Liverpool's Contributions Framework recognises research contributions made across three different categories: Supporting People, Knowledge Generation, and Knowledge Exchange and / or Research Environment



REF is a national assessment of the quality of research in UK higher education providers



KEF is a metrics driven assessment of how higher education providers in England carry out a range of knowledge exchange activities



The results of both these frameworks influence our formula funding allocations and institutional reputation



There are a number of assets and support networks in place to help colleagues with research development, partnership working and knowledge exchange

Policy 101: how policy is made and how to influence it

Catherine Durose

GOVERNMENT LEVERS

GLOBAL OPPORTUNITIES
INNOVATION ECOSYSTEM



FIVE TOP TIPS



Conduct background research, network, and engage in policy events to better understand policymaker perspectives



Avoid using academic jargon when communicating with policy-making audiences



Promote the full depth of your academic expertise, as well as specific research findings



Consider creative ways to present your research, for example, combining different kinds of evidence



Prepare 'pre-digested' results of research that are addressed to policy-making audiences directly
– The Heseltine Institute's Policy Briefing series provides one local route to achieving this

Working less, Accomplishing more: alternative practices for working impactfully

Dr Jamie Pei

GROWTH AT SCALE

INNOVATION ECOSYSTEM

GROWTH AT SCALE



FIVE TOP TIPS



Whether you're sitting down to work or going for a long, slow, restful walk, be intentional about it



We are not machines! Nobody works the same number of hours, at the same rate, every single day - allow your energy and productivity levels to vary



Always ask yourself: How can I let this be easier? This isn't about absconding responsibilities, being sloppy or lazy - it's about finding ways to work and live with a lot more ease and flow



Your best work routine may not look like anyone else's: Instead of judging yourself for not maintaining the same work day as someone else, lean into your best work practices and make them work for you.



Very few things are that life-and-death urgent (even fewer things are that urgent AND important): Give yourself permission to say no, to pause or postpone, to delegate or to drop it altogether

A guide to industry contacts for ECRs and PGRs

Hazel Kennedy
Dr Ali Taghizadegan



FIVE TOP TIPS



Be curious: Make an effort to seek out contacts



Be quiet: Listen to people, don't showboat



Be responsive: Get back to them in a timely manner or give an indication of timeline



Be flexible: Business is dynamic so prepare for changes



Be results oriented: Cut to the chase

Why Commercialise? Benefits, impact and research dollars

Dr Carolyn Horrocks
Dr Stephen Casabella
Dr Michal Filus



FOUR TOP TIPS



Reach out to Enterprise team to discuss your research commercialisation idea as early as possible!



Think about intellectual property arising from your research and its protection at early stage



There are different ways to effectively commercialise your research outputs. Bear in mind that not every commercialisation opportunity is a spinout



Transition from academia to enterprise takes time, money, training, resources, different skillset and team development. We can support you with this transition



Annual Impact Accelerator Account Showcase

Dr Christopher Taylor

FIVE TOP TIPS



The IAA is a great way to build project momentum



IAA (and other internal schemes) can be a low risk way to collaborate with external partners



Impact can take many forms



IAA can be a possible route to commercialisation



The IAA is a good opportunity to fund cross-disciplinary projects

The Knowledge Exchange! Best practice tools and funding for Industry collaborations

Hannah Schumann
Nick Doran, Dr Christopher Taylor

TOP
TIPS

INNOVATION ECOSYSTEM

GLOBAL OPPORTUNITIES
GOVERNMENT LEVERS
GROWTH AT SCALE



FIVE TOP TIPS



Do your homework: Find out what advice, support and funding is available at the University of Liverpool before you talk to external collaborators



The University has many success stories when it comes to working with Industry: Learn what good practice looks like from your peers



Have agreements and contracts in place: Your professional services colleagues can guide you through this process



Contact your Intellectual Property (IP) Commercialisation Team if you have created a new invention or idea during the course of your employment at the University which you believe should be protected and has commercial application



Attend our session to find out more about or research partnering toolkit:
<https://MAI24KnowledgeExchange.eventbrite.co.uk>

Data Visualisation: engaging others with your research

Dr Mhairi Towler



FIVE TOP TIPS



When designing data visualisations and infographics consider your audience: Are they experts or non-experts?



Select visuals for the purpose they are being used - e.g., online, print, or poster



Demonstrate editorial focus: What's the story you want your audience to follow?



How will you represent and present your data (colour/typography)?



Is your design inclusive?

Thrive Together: Reshaping Collaboration

Alys Kay



FIVE TOP TIPS



Embrace Collaborative Models: Choose the right collaborative model for your research. Blend traditional and innovative approaches to amplify the impact of your projects



Navigate Collaboration Challenges: Spot challenges as opportunities. Develop resilience and problem-solving skills to overcome hurdles in collaborative endeavours



Prioritise Inclusivity: Value diverse perspectives. Create an inclusive research environment where every voice contributes to a richer, more comprehensive understanding



Contribute to the Thrive Project: Actively engage with the Thrive Project. Your contributions can shape the future of collaborative research, fostering a community-driven research landscape



Network with Intent: Build meaningful connections with fellow researchers. Networking is not just about quantity but the quality of relationships that can fuel collaborative innovation



Your Researcher Profile: How to Maximise Impact with Metrics

Mareike Wehner

FIVE TOP TIPS



Sign up for an ORCID ID



Maintain your ORCID profile



Select to make it public



Connect your researcher profiles



Follow the DORA principles

Consultancy: knowledge exchange that helps create impact and raise profiles

Dr Susan Kenny, Jak Newby, Erin Glorman



FIVE TOP TIPS



Consultancy can be an excellent tool for creating impact!



Consultancy helps broaden your network and can raise your profile, establishing you as an expert in your area



Consultancy often leads to further projects and funding



Engage with the Consultancy Team – we are experienced and here to help



Use CONSULT (UoL's online system) to record your projects

Postdoc skills: how to use them in and beyond academia

Dr Stefania Silvestri



FIVE TOP TIPS



Working as a researcher helps you develop numerous skills



A skills audit helps you identify your skills as well highlighting any possible gaps or areas for development



You've developed skills that are in demand across all sectors (communication, problem-solving, critical thinking, the list goes on)



Translating your skills is an important step for your career regardless of where your career takes you



Develop your skills for your current role and for your future career



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Register for sessions at:
liverpool.ac.uk/researcher/making-impact

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