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## MAKING AN IMPACT 2024 TOP TIPS

## 13 May – 14 June

# Animating your research: producing impactful social media content

## Dr Mhairi Towler

FUTURE ECONOMY

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

FUTURE ECONOMY   
Global Opportunities - Government Levers

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

GLOBAL OPPORTUNITIES  
Government Levers

FIVE TOP TIPS

* Double check the guidance – funders and calls may have different templates, word counts and assessment criteria
* Tailor you CV – unlike traditional academic CVs, narratives 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

GLOBAL OPPORTUNITIES  
Future Economy

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

GLOBAL OPPORTUNITIES  
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

GLOBAL OPPORTUNITIES  
Future Economy

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

GOVERNMENT LEVERS  
Global Opportunities

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

GROWTH AT SCALE

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 Horrock Dr Stephen Casabella Dr Michal Filus

GROWTH AT SCALE

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

INNOVATION ECOSYSTEM   
Growth at Scale - Innovation Ecosystem

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

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

INNOVATION ECOSYSTEM   
Growth at Scale

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

## Dr Alys Kay

INNOVATION ECOSYSTEM   
Growth at Scale

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

## Dr Mareike Wehner

INNOVATION ECOSYSTEM   
Global opportunities - Growth at Scale

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

INNOVATION ECOSYSTEM   
Global opportunities - Growth at Scale

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

INNOVATION ECOSYSTEM   
Growth at Scale

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

## **Register for sessions at:**

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