

Influencing Policy

Joining link: [TBC](#)

Start: 09.30

Breaks: 11.00-11.30

Session 1: Informing versus influencing policy

- Digital ice-breaker
- Discussion:
 - Benefits and limitations of informing
 - Benefits and risks of influencing
- Types of policy informer/influencer – what feels most comfortable to you?
- Mindful policy engagement: how to identify your red lines
- What is policy impact (versus applied policy-relevant research and policy engagement)?
- Types of policy impact
- Time saving tools to generate impact

Session 2: Writing policy products that have impact

- Presentation: different policy products and when can they be useful
- Small group exercise: pick and critique a policy brief, infographic or presentation
- Presentation and discussion:
 - Co-producing policy products with contacts from your stakeholder analysis
 - Identifying questions, evidence gaps and needs
 - Stress-testing drafts to predict/respond to critiques robustly
- Case study: from BBC breakfast to a closed-door Whitehall debate with the policy brief that was used to demand my resignation
- Personal exercise: where do you draw your red line?

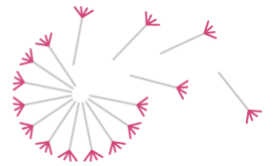
Next steps

Write an action in the chat (if you provide your email, you will receive these in a reminder in 1 month – otherwise reach out to a colleague to meet up in a month and swap notes).

Close: 13.00

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Trainer

Mark Reed is Professor of Rural Entrepreneurship and Director of the Thriving Natural Capital Challenge Centre at Scotland's Rural College (SRUC), and a Visiting Professor at Newcastle University, Birmingham City University and the University of Leeds. He has over 200 publications that have been cited more than 20,000 times, and has won awards for the non-academic impact of his research. He is author of *The Research Impact Handbook*, *The Productive Researcher* and *Impact Culture* and CEO of Fast Track Impact. He provides training and advice to Universities, research funders, NGOs and policy-makers internationally.



Fast Track Impact

Fast Track Impact is an international training company working in the Higher Education and research and innovation sectors. Our mission is to change the way busy researchers generate and share knowledge, so that their ideas can change the world, and they can get their thinking time back.

We run training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. We have trained >10,000 researchers from >200 institutions in 55 countries.

Fast Track Impact was co-founded by Prof Mark Reed (SRUC) and Dr Ana Attlee (Project Maya Community Interest Company) in 2013, funded by the UK Government's Research Councils, and launched as an independent spin-out company in 2015, led by Prof Reed (CEO) and Dr Joyce Reed (Managing Director).

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