



Impact Culture

Tea/coffee: 09.00, 11.00 and 15.15

Start: 09.30

Session 1: What is (our) impact culture?

- Exogenous versus endogenous impact cultures
- Individual exercise: Cultures within cultures – at what scale can I affect change?

Session 2: Forming a new impact culture from the bottom up

Individual and paired exercises:

- Seeing the wood for the trees – identifying priorities
- Personal and institutional actions
- Bottom-up impact actions

Session 3: Performing a new impact culture from the bottom-up

- Community and trust around research impact
 - Small group exercise: circles of trust
- Underpinning research and impact performance
 - Small group exercise: beyond REF2021

Session 4: Top-down meets bottom up

- Plenary discussion: external drivers and internal mechanisms
- In your own time: Theory of change with practical steps to create a healthier impact culture
- Over lunch: complete a postcard to your future self (with 1-3 actions) and your University's top team

Lunch

Session 5: Impact for REF2021

- What makes a 4* case study? Evidence from a quantitative linguistic analysis of high versus low-scoring case studies from REF2014
- Case study surgery: bring your case study and specific questions, or just discuss and debate with colleagues

Close: 16.30



Fast Track Impact
Training by researchers for researchers

Trainer

Prof Mark Reed is a recognized international expert in impact research with >150 publications that have been cited >15,000 times. He holds a Research England and N8 funded chair at Newcastle University, is research lead for an international charity and has won prizes for the impact of his research. He collaborates and publishes across the disciplinary spectrum, from the arts and humanities to natural sciences, and he reviews research for funders around the world. He has been commissioned to write reports and talk to international policy conferences by the United Nations. Mark provides training and advice to Universities, research funders, NGOs and policy-makers internationally, and regularly works with business. Find out more about his work at: www.profmarkreed.com or follow him on Twitter [@profmarkreed](https://twitter.com/profmarkreed)



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 >4000 researchers from >200 institutions in 55 countries and offer face-to-face trainings across the world from the UK to Australia.

Fast Track Impact was co-founded by Prof Mark Reed (Newcastle University) 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.

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