

Presenting for impact

Outline and agenda

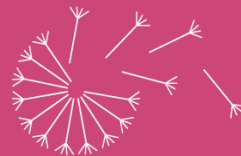
Half-day (3-hour) session:

Virtual delivery

training@fasttrackimpact.com

Fast Track Impact

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fasttrackimpact.com

Delivered from 2025 by the Institute for Methods Innovation,
a registered non-profit organisation.

Course description

This session will give you practical skills and confidence to deliver presentations that drive action and leave a lasting impression. Learn from research on what makes a compelling presentation, including insights from TED talk speakers, and consider how you can have just as much impact face-to-face and online. Discuss tips on dealing with nerves and increasing your confidence as a public speaker. Finally, consider alternative talk structures, select one, and work on a script for a talk of your own, about your research. Share your talk in small groups and get peer feedback, before discussing what you learned in plenary, and watching a showcase of video elements that can add impact to a talk. As part of the session, you will receive an electronic copy of the second edition of [*The Research Impact Handbook*](#).

Key benefits:

- Learn how to give presentations like a TED talk speaker, even if you lack experience and confidence
- Gain practical skills in how to present effectively online and face-to-face, connecting powerfully with your audience to capture their attention and drive action based on your research
- Discuss practical ways to tackle nerves and increase the confidence of your delivery
- See examples of different talk structures, select one, and work on a script for a talk of your own, about your research
- Share your talk in pairs and get peer feedback, before discussing what you learned in plenary

At the end of the workshop:

- Receive slides and links to free resources to help you embed impact in your research.
- You have the option to make a commitment to an action based on the course and receive a follow-up email from Prof Jensen to check in and help as necessary after a month.
- Prof Jensen and Prof Reed continue to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

Indicative agenda

Start: 09:30 am (20-minute break included)

Part 1: Principles for impactful presentations

- Ice-breaker: tell a story about an object in your office (in pairs)
- Starting with stories
- Five lessons that will transform the impact of your presentations
- Small group discussion: tackling nerves and increasing confidence
- Plenary discussion

Part 2: Skills for impactful presentations

- Tips for doing talks online
- Different talk structures
- Individual exercise: choose a structure and prepare a 2-3 minute talk about your research
- Paired exercise: take turns to read out your talk and get feedback from your partner (partners to provide “two stars and a wish”)
- Plenary discussion
- Conclusion

Close: 12:30 pm



About Fast Track Impact

[Fast Track Impact](#) is an international training platform, delivered by the [Institute for Methods Innovation](#), a non-profit organisation. Its 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.

Fast Track Impact runs training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. It has trained 15,000+ researchers from more than 200 institutions in 55 countries.

About the trainer



Professor Eric A. Jensen

Prof Jensen is a social scientist with a PhD from the University of Cambridge in sociology. He is part-time professor at the University of Warwick, where he has led courses on public engagement with science, science policy, audience research and social research methods (including surveys and statistics). He is also a doctoral research supervisor for the University of Oxford. As a visiting research scientist at the National Center for Supercomputing

Applications at the University of Illinois, Jensen works on a Sloan Foundation-funded project on research software policy.

Prof Jensen has 20+ years of research and practice experience in social research, evaluation, public and policy engagement and science communication. He has delivered hundreds of training workshops on evaluation methods and evidence-based science communication, as well as leading and consulting on projects large and small on public engagement with research, impact evaluation, socially responsible research, and environmental communication. Prof Jensen also serves as an Independent Ethics Mentor for European Commission-funded projects, reviewing data management and ethics planning. He has extensive experience in ethical approval processes in higher education.

What people are saying about this course

"This has been exceptionally useful - thank you!"

"I loved the practical tips and tools, stimulating me to think about how impact can be achieved and evaluated, and what impact actually means."

"Incredibly useful and detailed."

"As an ECR researcher, I know I have to demonstrate impact to progress in my career. However, impact has always felt like something I 'should' be doing. This course reframed the concept and made it into something that I want to do; something that can be exciting and rewarding and meaningful. I was half expecting this session to be dry and boring, but it was quite the opposite! There was plenty of space for discussion and I came away feeling much more confident about the prospect of making an impact. The resources and ideas for how to track and manage impact were particularly helpful and made the concept less abstract."

"I liked the emphasis on persistence and the ways in which someone can chase up impact statements and persevere with the ongoing relationship; also, the distinction between engagement and impact. It was very well explained."

"Talking through actual examples was immensely useful."

"I will definitely take a more methodical approach to designing and developing impact. I will also start to better record evidence as I go along."

"I liked the pace of presenting and asking the audience to comment on questions in the chat, giving us some time to reflect. Great use of the online delivery method."

"There were a lot of personal-focused discussions, which were interesting."

"As a practitioner first and foremost, impact has always been my driving force. The idea of systematically recording that impact is new to me and something I will now address."