

Integrating impact into funding proposals

Outline and agenda

Full-day (6-hour) course:

Virtual delivery - split over two days

training@fasttrackimpact.com

Fast Track Impact

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

Course description

Learn how to increase your success rates and integrate impact into your next research proposal with a session that provides everything you need to generate and communicate real-world impacts from your research. You will learn about practical tools to time-efficiently increase the significance and reach of your impact. In this workshop, you will also learn how to use ChatGPT to improve your funding applications. You will learn how to use these tools to write more competitively about impact in funding proposals, putting what you learn into practice in a break-out room session where you will critique how impact was integrated into two contrasting example proposals. As part of the session, you will receive a hard copy and a PDF copy of the second edition of [The Research Impact Handbook](#).

Key benefits:

- Learn about evidence-based principles for delivering research impact when you don't have much time.
- Discover easy and quick-to-use templates you can use immediately to:
 - Prioritise who to engage with first.
 - Create a powerful impact plan that will guarantee your research makes a difference without wasting your time.
- Discuss insider tips and tricks, and get bid writing tools to help you co-produce your next proposal with the people most likely to benefit from your research.
- Discuss examples of impact sections from real research proposals.
- Learn how to integrate impact convincingly with your proposal, using a mapping approach to ensure your impact goals map onto your impact problem statement, beneficiaries and impact generation activities whilst managing risks and assumptions.
- Power all this with a systematic approach to identifying beneficiaries and an impact logic model that will make it easy to articulate specific and credible impacts.
- Learn how to use ChatGPT to improve your funding applications.
- Discover techniques to create compelling narratives and communicate complex ideas clearly with ChatGPT, making your proposals stand out.
- Learn how to tailor your proposals to funders' priorities and criteria using ChatGPT, generating insights that strengthen your proposal's credibility and impact.

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 commit to an action based on the course and receive a follow-up email from Prof Jensen after a month to check in and help as necessary.
- Prof Reed and Prof Jensen continue to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

Indicative agenda

Day 1: Integrating impact in your next proposal

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

Part 1: Fast track the impact of your research

- Digital ice-breaker, motivations poll and discussion about the impact agenda
- Presentation followed by quiz and chat: What is impact?
- Individual task: prioritising who to engage with first
- Worked example: planning for impact efficiently and effectively
- Chat and open mic discussion

Part 2: Integrating impact in your next proposal

- Tricks of the trade: insider insights from funding panels to increase your success rates
- Impact bid writing tools
- Integrating impact into a case for support without compromising the research
- Break-out rooms: discuss two contrasting examples of interdisciplinary proposals that have integrated impact into their case for support, identifying which of the two is best and why
- Presentation: secrets of success

Close: 12:30 pm

Pre-workshop preparation

For the second part, you will have 5 minutes to read the proposals before you enter your break-out rooms. To enable you to get as much as possible from the break-out room sessions, it is recommended that you read the proposals beforehand via the following links:

- [Proposal 1](#) (UK)
- [Proposal 2](#) (UK)
- [Proposal 1](#) (EU)
- [Proposal 2](#) (EU)

You will be asked to discuss what you like or dislike about how impact was integrated into each proposal in your break-out rooms.

Day 2: Using ChatGPT to integrate impact in your funding proposal

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

Part 3: Using ChatGPT effectively

- ChatGPT overview
- Groundwork for using ChatGPT effectively
 - Custom instructions
 - Prompts
- Using ChatGPT to identify relevant funding opportunities
 - Research and select funders
 - Understand funding guidelines and deadlines
- Practice session
- Q&A session/discussion

Part 4: Using ChatGPT to develop your funding proposal

- Planning proposal to address funding guidelines
- Drafting the funding proposal
- Steps to strengthen your funding proposals
- Gain insights from ChatGPT feedback using different personas
- Practice session
- Q&A session/discussion

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

"The idea of planning for impact is particularly informative and gave me an insight into how I will engage with stakeholders."

"I've learned how to be strategic [about impact] and ask myself hard questions."

"Managing my project in this way, identifying possible stakeholders and thinking of risks has never crossed my mind."

"It's been really useful to structure my thinking about impact and plan for impact."

"I will be much more specific and measurable in impact parts of future grant applications"

"Sharing stories of success as well as failure was very inspiring."

"The group discussion around what impact is, and the templates were very useful."

"The best workshop I've been on this year"

"Wonderfully insightful, useful and energising."

"Now I have a better understanding of different ways ChatGPT can be used in the context of funding opportunities and applications."