

Impact culture

Outline and agenda

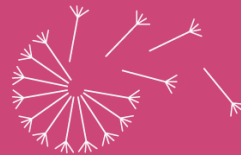
Full-day (6-hour) session:

Virtual delivery - split over two days

training@fasttrackimpact.com

Fast Track Impact

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[**fasttrackimpact.com**](http://fasttrackimpact.com)

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

Course description

In this course, you will discover how you can transform your working environment and create a culture you can belong in. Whether you seek ideas that will change the world or you just want to reclaim a place in which you can think deeply, this course invites you to overcome what is preventing you doing the best work of your career. At the very least, you will see how it is possible to create a protective bubble in a toxic culture. But at best, unexpected new ways of working will emerge and spread from person to person and group to group. This is the way innovations spread, minds change and new cultures are born: diverse, authentic and values-driven cultures that inspire the creative thought the world needs so badly right now. As part of the session you receive an electronic and audio copy of Professor Mark Reed's book, [Impact Culture](#).

Key benefits:

- Understand your impact culture, considering how robust, ethical and action-oriented research, deep and diverse values, community and capacity enables impact.
- Use diagnostic questions to identify bright spots and issues in your impact culture.
- Discuss how you can become more authentic as a researcher and lead change by tackling competing priorities, imposter syndrome, perfectionism, people-pleasing and fear of failure.
- Explore how your personal impact priorities emerge at the intersection between your professional identity and your values, and identify personal and institutional actions that could enable you to achieve those priorities.
- Identify your spheres of influence and levels of trust within and beyond your academic community, and start building the social capital you need with stakeholders to achieve impact.
- Learn from evolutionary organisations, contrasting top-down change management linked to extrinsic incentives from funders, with more bottom-up approaches that draw on your intrinsic motivations.
- Design your own experiment to try small, safe changes that you can evaluate and scale to do the best work of your career.

At the end of the workshop:

- You 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 Reed to check in and help as necessary after a month.



- Prof Reed continues to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

Indicative agenda

Day 1: Understanding impact culture

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

Part 1: What is (our) impact culture?

- What is impact culture? Personal exercise based on what inspires you most in work
- What makes a healthy impact culture? Robust, ethical and action-oriented research, diverse and deep priorities, community and capacity
- What is impact? Definition. “unsung impacts” and time saving tools
- Break-out rooms: Diagnostic questions to identify culture bright-spots and issues
- Plenary discussion and action planning

Part 2: Impact culture starts with you

- Managing competing priorities
- Healthy impact cultures are compassionate: break-out room discussion on competing priorities, imposter syndrome, perfectionism and people-pleasing

Close: 12:30 pm

Day 2: Healthy impact culture

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

Part 1: Impact culture starts with you (continued)

- Individual exercise: Priorities forest. Understand how your values and identity shape your priorities (including your motivation for impact), and how your institutional culture promotes or inhibits your ability to achieve impact
- Chat and open-mic questions

Part 2: My impact community

- Individual exercise: mapping my impact community
- Break-out rooms: strengthening social capital and extending networks
- Chat and open-mic questions

Part 3: Participatory organisational change

- Where does real change come from? Lessons from evolutionary organisations
- Paired exercise (break-out rooms): Design and discuss your own experiment

Part 4: Next steps to a healthy impact culture

- What action will you take and/or what conversation will you have?

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 Mark Reed

Prof Reed works with rural communities to enhance the governance of natural and agri-food systems, and his research on impact is changing the way researchers around the world generate and share knowledge so they can change the world. Mark is the Co-Director of the Thriving Natural Capital Challenge Centre and Professor of Rural Entrepreneurship at SRUC, Research Lead for the IUCN UK Peatland Programme and Co-Chair of UNEP's Global Peatland Initiative Research Working Group.

The goal of the centre he co-directs is to build and study new ecosystem markets that can significantly increase funding to meet net zero targets and reverse biodiversity decline, while supporting thriving rural communities. Prof Reed was one of the original architects of the Peatland Code and sits on its Executive Board, helping to channel private investment into peatland restoration across the UK. He is working with teams to develop ecosystem markets for soil carbon from regenerative agriculture, saltmarsh restoration and agroforestry, and he is working closely with Defra and the Scottish Government to design the policy and governance frameworks necessary to facilitate high-integrity ecosystem markets.

Prof Reed is the author of four books, including *The Research Impact Handbook* and *Impact Culture*, and has written some of the most highly-cited papers on stakeholder engagement. He uses this evidence to train researchers around the world to use their work for social good. Prof Reed has over 200 publications on environmental governance and impact with over half of these in the top 10% most-cited worldwide. He has led over 20 projects, worth more than £4.5M and contributed to over 30 other projects.

What people are saying about this course

"I feel more motivated to achieve impact, now I know that all impact matters equally"

"Lots of interaction and learning from others on the course"

"Getting time to reflect on my own values regarding impact in response to the questions raised by the training"

"I will follow through on my own impact goals and also initiate new positive efforts in my department"

"The focus on action planning was useful, and having time to think and discuss issues with colleagues"

"I very much enjoyed how you made us think and explore impact; I especially found the tree/roots diagrams helpful in regard to priorities and how they overlap"

"Really thought-provoking"

"Useful tools that I'll be able to put into practice"

"I'll stop thinking about impact with only my 'REF hat' on"

"I got some great advice from colleagues"