

Fast track your research impact

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

This session will give you everything you need to generate real-world impacts from your research. This highly interactive session will give you the opportunity to learn and practice using new tools to time-efficiently increase the significance and reach your impact. The training is based on the latest research evidence and takes a unique empathy and relationship-centred approach to deliver lasting impacts. In the session, you will start identifying who is most relevant to engage with your research and learn how to co-produce a theory of change and impact plan with those you identified. All participants receive an e-book copy of the second edition of [The Research Impact Handbook](#) and free access or discount codes for Prof Reed's other books.

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 ensure your research makes a difference without wasting your time, underpinned by a realistic theory of change.
- Think critically about your digital footprint, identifying ways to raise or professionalise your profile.
- Discuss ways to reduce risks to your time, mental health and reputation online.
- Grow your academic reach and research impact.
- Gain new skills in workshop design and facilitation techniques that will help you manage power dynamics and deal with difficult individuals and situations.
- Learn about tools you can use to facilitate interactive online workshops and meetings.

At the end of the workshop:

- Receive slides and links to free resources to help you embed impact in your research.
- You are invited to an optional free follow-up programme over five weeks to apply what you have learned. You can work through these steps yourself from the handbook, but by signing up to take them online, you get access to extra material. Each step consists of a six-minute video with accompanying text and tasks.
- 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

Day 1: Fast track your research impact

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? What works?
- Introducing theory of change and strategic impact planning

Part 2: Tools to deliver efficient and effective impact

- Breakout-level task: prioritising who to engage with first (3i analysis)
- Plenary discussion: share your 3i analysis and discuss with colleagues
- Breakout-level task: planning for impact efficiently and effectively
- Plenary discussion: share your impact plan and discuss with colleagues

Close: 12:30 pm

Day 2: Tools for impact

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

Part 1: The digital academic

- Exercise: How happy are you with your digital footprint? Vote, screenshare (optional) and discuss via chat and open mic
- How to become “impact ready” and bring coherence to a fractured digital footprint without wasting time online
- Presentation:
 - The promise of social media in theory
 - The realities of social media in practice
 - Reducing risks online
 - Developing a social media strategy for your research
- Break out groups: how can you apply what you’ve learned to drive more impact with less time and risk?
- Comments and questions via chat and open mic

Part 2: Facilitating workshops

- Plenary discussion about the power of empathy and authenticity: listen to the story to explain why things went wrong, and how the situation was turned around.
- Individual scenario task to identify power dynamics.
- Workshop design and facilitation techniques: methods to manage the power for you.
- Courage for impact.
- Plenary discussion.



- Growing your confidence and influence as a facilitator – an exercise to do at home.

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."