

Analysing relevant parties for research impact

Outline and agenda

Half-day (3-hour) session:

Virtual delivery

training@fasttrackimpact.com

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

Course description

This live online workshop provides hands-on guidance for conducting a 3i analysis to assess relevant parties based on their interests, influence, and impact. Designed to align with the latest best practices, the workshop equips participants with the knowledge and tools to identify who to engage in decision-making processes and how to tailor engagement strategies to specific contexts.

Key benefits:

- Understand how to analyse relevant parties by interests, influence, and impact to prioritise engagement effectively.
- Identify individuals and groups most relevant to achieving your goals and mitigating potential risks.
- Create tailored 3i analysis plans and receive expert feedback to strengthen your approach.
- Learn how to gather input from key groups using surveys, qualitative interviews, and participatory workshops.
- Receive templates for data collection and reporting, streamlining the implementation of your 3i analysis.
- Engage in group exercises to practice applying the 3i framework in real-world scenarios.

At the end of the workshop:

- You receive slides and links to useful resources you can borrow and adapt for your work.
- Prof Jensen continues 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: Thinking critically about impact

- Introducing evidence-based research impact
- Defining impact
- Types of impact
- Developing an evaluation focus

Part 2: Levels and modes of engagement

- What is good practice engagement
- A theory of engagement: context, design and power
- Implications for practice
- Group activity

Part 3: Analysing relevant parties

- Analysing who is relevant
- Introducing the 3i framework
- Group activity

Part 4: Methods for gathering input from relevant parties

- Surveys
- Qualitative interviews
- Participatory workshops

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.