



Impact Program

create more societal impact through your research and education

The work you do as a researcher and teacher is important. But how do you increase your societal or economic impact? What kind of strategy do you need? How do you present the story behind your research more clearly, with more emphasis on output and relevance? Who might be interested? And how to approach these parties? The Impact Program will provide you with answers to these questions and more.

Who is this program for?

- › You're a researcher who wants to get better at creating impact. You have an appointment at the University of Amsterdam, Amsterdam UMC or VU Amsterdam.
- › You're a mid-career assistant or associate professor with a track record in research. You already have some experience working with external parties.
- › You preferably already have a project or idea that you want to develop and take to the next level.

The Impact Program is relevant to all academic disciplines.

PROGRAM

A total of 6 days over a 6-month period

PERIOD

October '26 - March '27

COSTS

€2,750 (€1,375 budget faculty, OZI or department and €1,375 funded by IXA)

APPLICATION PROCESS

Participants are nominated by their department, faculty board or research institute. You can also indicate to your supervisor yourself that you are interested.

QUESTIONS?

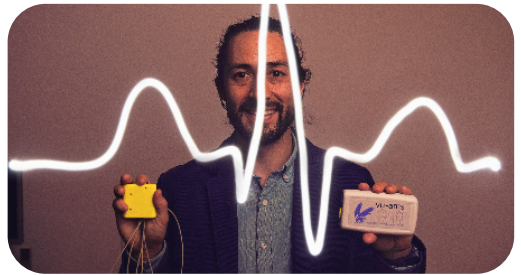
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Result and practical information

Through the entire program you will work on strengthening the skills you need to successfully create impact. You will also be able to translate your research and knowledge into societal application in collaboration with others and outside your own institution.

Read more about practical information such as selection, attendance, homework, participant diversity and cost of training in the document '[Process and guidelines Impact Program for participants and nominators.](#)'



FURTHERMORE, YOU WILL HAVE

- › knowledge of what Impact entails and the importance of creating Impact;
- › an impact or communication strategy to take the next step towards Impact;
- › met a cohort of motivated colleagues who all want to make a difference in the world;
- › gained insight into yourself and your environment when it comes to Impact;
- › gained practical tools (e.g. stake holder analysis) and practical skills (negotiation and communication) to be able to create Impact.

DATES PROGRAM

- › **Intake interview of 30 minutes via Teams**
March 9, 10 and 11
- › **4 thematic modules of 3,5 days from 9:30 till 17:00**
 - October 6, 2026
 - November 10, 2026
 - January 12, 2027
 - March 16, 2027 (13.00-17.30)
- › **2 writing sessions, you work on your impact strategy**
 - December 8, 9.30-13.00 (whole group),
 - February 9, 3 sessions of 2 hours (group 1 à 4/5 persons) (Zoom)
- › **2 intervision sessions 1 half-day session per participant**
 - November 26, 2026
 - February 8, 2027(no more than 7 participants per session)

Content

The Impact Program is highly varied and includes thematic modules, intervention sessions and writing sessions.

MODULE 1 | 1 DAY

Motivation and scientific storytelling: what's my story?

Explore the why question: what story do you have to tell? And for whom? What's your motivation for doing research and creating impact?

Why do you want to make a difference, what problem are you addressing, how is your work relevant to society? And what internal and external processes should you take into account?

MODULE 2 | 1 DAY

Collaboration and communication: how do I connect?

How do you network, negotiate and collaborate with others? What kind of strategies can you use? Who do you want to collaborate with and how can you tailor your communication to potential partners?

How do you handle resistance? How can you exert influence, both inside and outside your organisation?

Practise conversational situations (with actors) in different settings and at different levels, based on your own case.

MODULE 3 | 1 DAY

Inspiration and implementation: how to move forward

You will get inspiring input on various topics and engage with experienced researchers, policy-makers, industrial partners, legal experts and a communications specialist. You will use what you learn from these conversations to continue developing your impact strategy.

MODULE 4 | 1 HALF-DAY

Presentation

You will present your impact strategy in different ways and will get feedback from IXA business- and impact developers and the trainers.

WRITING SESSION | 2 HALF-DAYS

Creating your impact strategy

In this session, you will work on your personal impact strategy together with the other participants, supervised by an instructor.

INTERVISION | 2 HALF-DAYS

In-depth exploration of personal impact case

Under the supervision of a senior coach and consultant with experience in business and government, you undertake a structured exploration of your own personal impact case.

How should you deal with certain situations? How do you react and what kind of obstacles do you encounter in your interactions with others?



What participants say

Testimonials Impact Program 2024

– you have to take your time –

"My view of impact has broadened. If you want to make impact, you have to take your time and put in the effort. Not everything can be planned and predicted. Who are the key players? What do you want to make an impact with, how and why? That's how I think about it now when opportunities come along."

*Ina Koning, Associate professor Clinical Child and Family Studies,
Department of Behavioral and Educational studies, VU Amsterdam*

– the more concrete your goal, the greater the impact –

"The training taught me that the small steps feed the bigger developments: the more concrete your goal, the greater the impact. The other participants and the creative work forms gave me clarity on what inspires me and what my dream is!"

*Maaïke Huysmans, Senior researcher department Public and Occupational Health,
Amsterdam UMC*

– apply a line step-by-step –

"Every session gave me something valuable. The training has been 100% successful for me. It helped me with problem solving, prioritizing, and step-by-step decision-making about what I can and want to do. The training pushed me to reflect and set clear goals."

*Nina Telg, Assistant Professor of Strategic Management, Department of Management &
Organization, SBE, VU Amsterdam*

IXA is the knowledge transfer office of:



Amsterdam UMC



Hogeschool van Amsterdam
University of Applied Sciences



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by IXA