



## » 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

September '23 - March '24

### 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.

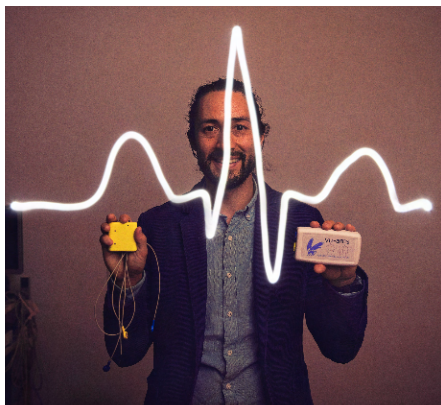
### QUESTIONS?

Contact Diane Schöller:

[d.scholler@amsterdamumc.nl](mailto:d.scholler@amsterdamumc.nl)

## RESULT AND PRACTICAL

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.



### 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 2024-2025

- › Intake interview of 45 minutes via Teams  
July 8, July 10 and September 11
- › 4 thematic modules of 3,5 days from 9:30 till 17:00  
September 26, November 14,  
January 14 (9:30 - 17:00),  
March 11 (13:00 - 17:30)
- › 2 writing sessions in which you work on your impact strategy  
December 10 (9:00 - 13:00),  
February 4 (2hr, online)
- › 2 intervision sessions,  
1 half-day session per participant  
no more than 7 participants per session, November 19, January 21
- › Homework assignments

# CONTENT OF THE IMPACT PROGRAM

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.

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.

Intervention | 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?

Module 3 | 1 day

## Inspiration and implementation: how to move forward

You will get inspiring input on various topics and engage with experienced researchers, policymakers, 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.



# THIS IS WHAT PARTICIPANTS SAY ABOUT THE IMPACT PROGRAM

Testimonials Impact Program by IXA



‘MADE ME MORE KNOWLEDGEABLE ’

'Learned to look more strategically at project plans, making topics such as communication and engaging your stakeholders much more frequent in the timeline.

Also, exercises such as delivering under time pressure, pitching to lay people and negotiating with actors during module 2 have both made me more knowledgeable and also provided content that I could immediately put to use for other purposes such as a grant application.'

Bibian van der Voorn, MD and assistant professor Faculty of Science,  
Youth and Lifestyle, VU Amsterdam



‘YOU CAN'T START EARLY ENOUGH’

'I've always been concerned with impact; you can't start early enough to think about the relevance of your research to society. It does require a different way of thinking, which I mastered during the Impact program. What do you want to achieve, for whom and who do you need in this process of creating impact?'

Astrid de Wind, assistant professor of Public and Occupational Health,  
Amsterdam UMC



**'FOLLOWING THE PROGRAM WAS A VERY POSITIVE EXPERIENCE'**

'During the program we discussed the different impact opportunities to see which route to impact suits best. The group of participants was an interesting mix of scientists from different disciplines. This gave so many different perspectives. Following the program was a very positive experience.'

Esther Eiling, associate professor of Finance  
at the University of Amsterdam



**'MY VISIBILITY HAS INCREASED'**

'My visibility has increased, both nationally and internationally. This seemed to go hand in hand with following the program and was also one of my learning goals. I got so many tips & tricks from the trainers and also from my fellow participants, it was a great group of motivated people who want to make a difference.'

Gijs Kooij, PI and assistant professor at the Department of Molecular Cell Biology & Immunology and the MS center Amsterdam

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