



## » 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 and economical 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 in your project or idea? And how do you approach media outlets, government agencies or companies? The Impact Program offers answers to all 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 (€1,000 budget faculty, OZI or department and €1,750 funded by IXA)

### APPLICATION PROCESS

participants are nominated by their department, faculty board or research institute

### MAXIMUM NUMBER OF PARTICIPANTS

14

### QUESTIONS?

Contact Diane Schöller:  
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## PROGRAM DATES

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

Every aspect of the program is geared towards strengthening the skills you need to create impact.

- › Intake interview  
beginning of September
- › 4 thematic modules  
September 26, November 7, January 16 (9:30 - 17:00),  
March 12 (13:00 - 17:30)
- › 2 writing sessions in which you work on your Impact Strategy  
October 31 (9:00 - 13:00), February 1 (2hr)
- › 2 intervention sessions, 1 half-day session per participant  
no more than 7 participants per session, November 14, November 16,  
January 23, January 25
- › Homework assignments prior to the modules and in between meetings.
- › In-depth exploration of the material in between sessions through a buddy system (2 to 3 participants are paired up).

## ABOUT THE IMPACT PROGRAM

Module 1 | 1 day

**Motivation and  
scientific storytelling:  
what's my story?**

Explore the why question: what story do you have to tell? 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.

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?

Module 3 | 1 day

## Inspiration and implementation: the how question

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

## Outreach and networking

You will present your Impact Strategy in different ways and will get feedback from the trainers and your peers.

# THIS IS WHAT PARTICIPANTS SAY ABOUT THE IMPACT PROGRAM

view on



Testimonials Impact Program at IXA



‘YOU LEARN A LOT, I HIGHLY RECOMMEND IT’

‘I highly recommend the Impact Program. You get to know new people, learn new communication styles and techniques and, most importantly, you learn a lot about yourself and what you want to achieve with your research. The program has given me much more focus when it comes to making impact through my own research.’

Vera Keil | radiologist and staff member at Amsterdam UMC



‘NEW WAYS TO CREATE IMPACT’

‘I learned that there are multiple ways to create impact. I used to always just write a research report, but now I’ve also written accessible blog posts together with my colleagues, and we created an illustrated poster. We also engaged with various stakeholders about the results.’

Marieke van Wieringen | associate professor at VU Amsterdam’s Department of Organisation Sciences (Faculty of Social Sciences)

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