

# High-impact research for Academic Career Success

## Engineering Impact into your research method

### A 2-Hour Webinar

Presented by

**Professor Victor Newman**

Industrial Fellow @ the University of Greenwich.

**Tuesday 20<sup>th</sup> June 2023 2pm-4pm GMT+1**

#### ***What this webinar is about:***

The world of academic research is changing as more voices question the sustainability and utility of a closed research model seeing bibliometrics as an end in itself; and new voices are being raised to innovate through responsible collaboration to disrupt conservative academia through deliberately moving to translational research impact measurement design.

This webinar is aimed at university academics engaged in research or enterprise activities; it is highly recommended for those with research management responsibilities, leaders of research teams, and those conducting research (either as early career researchers or with experience). This research impact workshop helps participants to find out where they are in terms of research impact practice capability and their potential development needs. It also introduces the Research Impact Value Proposition tool for designing value into the research process.

#### ***Webinar outline***

1. Where am I now in terms of potential research impact practice?  
This is an opportunity to locate participants along Closed-Open Research Impact paradigms to identify developmental practice gaps to work upon, in order to build meaningful research impact practice.
2. How do creative innovation techniques work?  
Introduction to the Move-Test-Break (MTB) innovation creative thinking model in order to understand how creative thinking techniques work to enable freedom to innovate.
3. Applying the Research Impact Value Proposition Model.  
Introduction to the Research Impact Value Proposition model (RIVP) and its application to legacy, current and proposed research projects. The importance of early engagement with stakeholders from project outset to impact realisation is emphasised.
4. Shared reflective learning with participants.

A free easy to use webinar Impact Research Profile diagnostic tool will be sent to all participants to help indicate and prioritise impact research methodological repertoire development opportunities.

***This webinar delivers practical useful information which may be put to use immediately. It is relevant to academics from most Faculties, Departments and Schools.***

The webinar will be held on **Tuesday 20 June 2023**, and it will run to **GMT +1 time** using Zoom. The Zoom Room will open at **1:45 pm (GMT +1)** and the event will begin at **2:00 pm (GMT +1)** and will finish at **4:00 pm (GMT +1)** .

The attendance fee is **£40**. To book onto the Webinar please use the link:

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For any questions please contact [louise@academic-conferences.org](mailto:louise@academic-conferences.org)

### **Webinar Facilitator**



Professor Victor Newman is an innovation practitioner and Industrial Fellow at the Executive Business Centre, The Business School at The University of Greenwich in the UK. He is a member of KSSAHSN (Kent Surrey Sussex Academic Health Science Networks) Innovation Board and mentor to the Social Innovation Lab, Kent. He is co-developer of Research Impact methodologies with Professor Paul Phillips of Kent Business School ([impactofimpact.com](http://impactofimpact.com)) and is strongly influenced by innovation leadership experiences including commercial strategy board consulting, mentoring CEOs and entrepreneurs. He is Head of Innovation Strategy & Economics at InnovateUK and Chief Learning Officer, Head of Pfizer Research University. Victor has developed research impact strategies within global pharmaceuticals, manufacturing industry and governments. He is also co-author of “The Research Impact Strategy Playbook”, recently available via KDP/ Amazon. See also: <https://www.foundation.org.uk/Blog/2021/Changing-the-Research-Excellence-Funding-Game-to-E> & Introduction to Building High-Impact Research Capability.