Figure 1: The Relations between VET Research Findings and Research Impact.

**Determining Research Impact Intent**
- Conceptual?
- Instrumental?
- Capacity Building?
  - ESRC 2012

**Impact Focus on:**
- Public Bodies
- Policy Makers
- Company Management
- Teaching Curriculum
- Social – Life Quality
- Social – Health
- Economic
- Environmental
  - ESRC 2012

**Impact Goals**
- Short – Medium - Long
- **Clear and Readable**
  - LSE 2011

**Reducing Agenda Conflict**
- Focus on Stakeholder Benefits
- Research current Political imperatives
  - ESRC 2012: Shergold 2011

**Impact Preparation**
- Allocation of Resources
- Credibility of the Researcher
- Network Contacts
- Gatekeepers
- Sponsors
  - LSE 2011

**Customising Findings**
- Applicability
- Accessibility
- Credibility
- Availability
- Timeliness
- Evidence based
- Interlocked with Theory
- Targeted
  - Dymock & Billett 2010; Selby-Smith 1998; McDonald 1998

**Impact on Research**
- Unique Methods
- Extension to Theory
- Creative Outputs
  - ESRC 2012

**Capacity Building**
- Building Cultural Expectations for Research Findings and Impact
  - Jones 2013; Dymock & Billett 2010
- Building Researcher Capability to Facilitate Impact
  - Harris 2013; Denlico 2013

**Skills for Impact – building:**
- Communication skills
- Cultural understanding
- Network building
  - LSE 2011

**Incentives for Impact – changing:**
- Institutional Agendas
- Institutional Incentives
- Academic Incentives
  - LSE 2011

**Measurement**
- Cites/Reports /Media’ Courseware/Social impact
  - Social impact:
    - Complex Relations
    - Causality Opaque
    - Cumulative Impact
  - Stanwick 2013; LSE 2011: Emerald 2013
Initial Plan for Impact - decide

- Intent
- Questions - field relevant
- Resources
- Analysis Space
- Short/M/Long

Plan focus – for whom?

- Knowledge
- Capacity
- Curriculum
- Field Managers
- Policy-makers
- Social impact
- Economic impact
- Environmental impact

Build Research Partnerships – networks

- Link to past and current agendas
- Build research partnerships
- Collaborate with research centres
- Network with key figures

Build Research Capability

- Reflect on experiences
- Build toolkit of options
- Become a impactful researcher
- Skills of networking and communicating
- Build the value of research into all practitioners

Build Research Partnerships: Identify key people – gatekeepers & Sponsors

- Build reference groups – policy/practice
- Participants are future champions – make them co-researchers
- Stakeholders may be an interest group
- Gatekeepers can aid access

Listen to Agendas - political awareness

- Know imperatives
- Know timelines
- Know gatekeepers
- Adjust – be flexible

Generate Dialogue - marketing

- Assert credibility
- Liaise with groups/assoc.
- Present findings in person
- Link not sell
- Use media to broadcast
- Generate events
- Focus and adapt outcomes
- Customise outcomes
- Link to agendas
- Make short/M/Long aims

Translate message - communication genre expertise

- Adjust language to stakeholder
- Adapt to local agendas and politics
- Focus on the dilemmas of impact/use
- Ameliorate the negative impact of change
- Promote the benefits
- Choose appropriate technologies

Use specialists – know your limitations and team needs

- Use sponsor organisations
- Use knowledge brokers
- Hire facilitators
- Use technology specialists

Use specialists

- Use specialists

Figure 2: Planning for VET Research Impact – a VET researcher planning tool