Stepping up research innovation –
four ways to maximise impact
A training workshop series supported by
Translation Manchester and delivered by how2glu

Workshop Descriptions

Stepping up research innovation – four ways to maximise impact is a series of workshops offered by Translation Manchester, developed by **how2glu** and funded by the Wellcome Trust Translational Partnership Award.

The series has been designed for professional services teams at the University of Manchester who support research development and innovation in healthcare. If you support health innovation projects and want to maximise impact this series is for you!

Your training facilitator, Dr Sabina Strachan, has designed the series to be practical and action-oriented – i.e. '**What works in the real world, not the ideal world**' – graphically facilitated and supported by tools. Sabina understands that the research development and innovation process can be challenging for a wide array of reasons and so the approaches provided adapt to potential and perceived barriers.

You can choose to attend individual workshops or the whole series. You need to register to attend each workshop. **Please use your University of Manchester email address to register.** Any registrations from personal email addresses will not be accepted.

More details and how to register to attend other workshops in this series here.

1. **How to foster collaboration**

    When: Tuesday 4 February 2025, 2.00-3.30pm GMT

    More details and how to register here.

    Where: Online via Zoom

    Description: Collaboration is not synonymous with all forms of group- or partnership-working. If you want to support others to take forward their ideas or to work collaboratively then this workshop will help you support others to find collaborators, explore problems and co-create solutions. Collaboration is a catalyst for innovation and requires shared decision-making, mutual respect, challenge and being open to influence.

    This workshop will describe the key characteristics of collaboration, explore what it means for different people, and highlight key strategies for how you can support researchers to collaborate effectively. You will understand how collaboration differs from cooperation and coordination, and when it makes sense to use which approach.

    We'll explore a range of challenges that are common to collaboration and look at how you can support researchers to approach these challenges effectively. We'll consider how you can help others develop a more collaborative mindset, how you can model collaborative behaviours and facilitate collaboration, and how to create the conditions that will enable people to collaborate effectively.

    Learning outcomes:

    - Understand the difference between collaboration, cooperation and coordination and when to apply which approach
    - Understand characteristics of a collaborative mindset and collaboration behaviours
    - Able to help others build their confidence to collaborate more often and more effectively.

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- More able to collaborate effectively, facilitate collaboration and create a collaborative environment

2. How to accelerate innovation

When: Tuesday 18 March 2025, 2.15-3.45pm GMT

More details and how to register here.

Where: Online via Zoom

Description: Innovation is the action or process of introducing changes and new ideas in the way something is done or made. And so coming up with new ideas, finding ways they will work effectively, and making those stick, needs people with diverse perspectives to be part of the innovation process.

'*Mutli-actor collaboration promotes innovation*' – Jason Torfing. In this context, 'diverse perspectives' includes those with different disciplinary, practitioner or lived expertise, people from diverse backgrounds who experience the problem the research seeks to address, as well as those who think in different ways e.g. have different approaches to problem-solving and solution generation.

In this workshop we will focus on how you can accelerate the innovation process through facilitative and inclusive approaches, how you can support problem identification and problem-solving, and how you can enable researchers to overcome barriers to implementation.

An important area we will explore in this workshop is how research impact and innovation potential can be maximised by considering change receptiveness, collaborative negotiation, messaging and when and how in the innovation process you provide support.

Learning outcomes:

- Understand the role of diversity in innovating
- More able to facilitate innovation using inclusive processes
- Able to help others bring people with more diverse perspectives into their innovation process
- More able to influence others to develop their approach to innovation

3. How to diversify audiences

When: Tuesday 1 April 2025, 1.00-2.30pm BST

More details and how to register here.

Where: Online via Zoom

Description: Research development and innovation has different 'audiences', i.e. those that already engage with the process and its outputs, and those 'intended audiences' that you would like to reach. The default can be to take what we are already doing for our existing audience and do more of that in the hope that it increases or deepens our engagement with them or reaches new audiences.

In this workshop we will explore an 'audience development' approach to identifying and understanding target internal and external audiences, so that you can be more confident in the ways you can change existing approaches to increase and deepen engagement and reach new audiences.

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Audience development centres what the intended audience likes, wants or needs to determine the actions you take to engage them. In this workshop we will help you understand how to identify who your intended audience is, how well you already know them, and how to test assumptions and fill knowledge gaps.

We will then look at a range of different engagement strategies for diversifying your audience, considering in particular the importance of representation and accessibility and creating dialogue. We will take a proportionate and targeted view of audience development actions and look beyond marketing and written communications for potential solutions.

Learning outcomes:

- Understand the characteristics of an 'audience development' process and how to apply that to research development innovation
- Able to identify and understand the likes, wants and needs of your intended audiences
- More able to increase, deepen and widen your engagement to reach more diverse audiences
- Understand a broader range of engagement strategies beyond marketing and comms

4. **How to measure Knowledge Exchange**

   When: Tuesday 13 May 2025, 1.00-2.30pm BST

   More details and how to register here.

   Where: Online via Zoom

   Description: Knowledge exchange is a process that brings together academics, users of research and wider groups and communities to exchange ideas, evidence and expertise. Knowledge Exchange includes a broad range of activities such as public events, access to specialist facilities, consultancy, research partnerships and start ups.

   In this workshop we will focus on how to create an evaluation framework, what kinds of qualitative and quantitative data helps indicate or prove that research is delivering/will deliver good quality Knowledge Exchange, what methods can be used to gather relevant data, and how to articulate Knowledge Exchange achievements and areas for improvement. Evaluation can be proportionate if it is purposeful, i.e. deciding in advance what you want evaluation to enable.

   The workshop takes you through the steps to create change statements and how to go about identifying proportionate indicators. When planned alongside a project, evaluation enables researchers to continually improve innovation strategy and adapt approaches to enable higher quality Knowledge Exchange and to achieve greater impacts.

   We will also look at ways to diversify data collection methods to understand wider perspectives on how processes were implemented, how issues were resolved, how skills were developed, and how people were supported, and consider approaches such as co-evaluation that enable participants to self-reflect on change through observed behaviour and culture characteristics.

   Learning outcomes:

   - Know what kinds of data is required and what methods can be used to baseline and measure Knowledge Exchange
   - Understand how to identify 'success measures' and create measurable change statements and proportionate indicators

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- Understand ways to articulate Knowledge Exchange achievements and areas for improvement
- More able to support researchers to adopt more inclusive approaches to Knowledge Exchange evaluation

Workshop resources.

You will have access to all the workshop resources and bespoke tools demoed or referenced in the workshop through a dedicated **Google Drive folder** and for four weeks afterwards. All workshop-generated content – such as your responses to polls / questions, feedback and live-scribed sketchnotes – will also be shared with you.

Short clips from each workshop, key tools and references will be uploaded to the **Translational Research Skills Training Portal** within 2 months of each live workshop.

More about your training facilitator.

Your training facilitator, **Dr Sabina Strachan** has first-hand experience of research development, impact evaluation, innovation programme design and business advisory services. As a consultant she works with public and private sector clients to build collaborative relationships to maximise public benefits.

Recent how2glu projects include facilitating the Scottish Gut Project research network which examined the links between gut disorders and patient wellbeing, supporting engineering and physical sciences researchers from different cultural backgrounds through Northern Power Inclusion Matters, developing innovative research culture through 'Co-lab' development programme at Northumbria University, co-leading a research commercialisation programme 'The INCA Trail' for SHAPE researchers at the University of Manchester, and developing an interdisciplinarity and impact-focused career and leadership development programme for postgraduate and senior fellows at RMIT Melbourne.

Sabina was previously a University of Glasgow research developer, headed up the Scotland office of international creative economy consultancy BOP Consulting, and a heritage environment professional in the public sector. Sabina is a trustee of SWAN Autism and a M4RD researcher development programme mentor.