

A NORDIC CATALYST WORKSHOP

MAKE IT

BETWEEN RESEARCH,
COMMUNICATION AND IMPACT

MATTER

A HANDS-ON IMPACT CREATION WORKSHOP
FOR RESEARCHERS



**NORDIC
CATALYST**

www.nordiccatalyst.com

Research is crucial in solving today's societal challenges, but science-based impact isn't created automatically. Researchers increasingly need to be able to communicate their ideas and results to various different stakeholders and convince them about the selected approach and its benefits. This workshop will give you practical tools and methods that enable you to describe your research in a simple, attractive, and professional way – the prerequisite for creating value and making an impact.

WHAT, WHY?

- The participating researchers will work on their own research topic and can implement the results directly in their day-to-day work, presentations, business meetings, negotiations, and partnering events, as well as in different types of written project plans and other materials.
- Three concrete and useful deliverables
- Systematic, proven methods originally from innovation management and knowledge transfer
- The methods are useful both inside and outside academia, and they can be tailored to different audiences.



DURATION

3h – 2 full days

BENEFITS

- Easy to remember methods that help simplify complex topics
- Especially useful for researchers, who sometimes struggle to describe their work to non-specialists in for example tech transfer activities
- The interactive dynamics of the workshop allow and encourage the participants to give inspiration and feedback to each other
- Suitable for all fields and levels of seniority

RECENTLY REALISED AS

- A one day workshop for a group of researchers from various fields
- A two day workshop for a research group wanting to enhance their chances of success in an upcoming competitive funding process

CONTACT

WORKSHOP ORGANISER:

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