



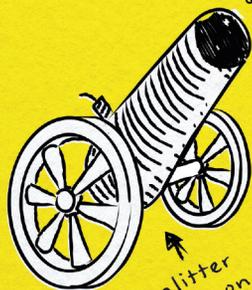
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JULIE  
BAYLEY



# CREATING MEANINGFUL IMPACT

THE ESSENTIAL GUIDE TO DEVELOPING  
AN IMPACT-LITERATE MINDSET



glitter  
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# CREATING MEANINGFUL IMPACT

*Julie Bayley's book, **Creating Meaningful Impact**, is an enlightening romp through the excitement, the pressures, the demands of doing impact well, both in terms of institutional success and in terms of a researcher's personal and professional development. As book blurbs often suggest, the book is a rollercoaster, but one very much aimed at the fainthearted, who stand to learn a lot from Julie's immense expertise, warmth, wit and superlative use of imagery. So, if you are tickled by the idea of becoming a more mindfully impactful researcher, swipe right on 'Impact Tinder' and read this book!*

–**Professor Ele Belfiore**, Professor in Cultural Policy & Director of the Interdisciplinary Centre for Social Inclusion and Cultural Diversity, University of Aberdeen, UK

*Julie Bayley never fails to achieve impact on impact. If you are already on your journey to impact literacy this book will help you grow roots into impact healthy practices. And if you are just starting out, this book will help you sow the seeds that will grow into those roots to sustain your career of research with an impact on society. 'Creating meaningful impact' isn't just the title, it is the goal that Julie achieves in this important book.*

–**Dr David Phipps**, Assistant VP Research Strategy & Impact, York University, Canada, and Director of Research Impact Canada

*There are many books available to advise researcher how to 'do' impact but none as accessible as this. The sheer joy and enthusiasm that Julie brings to the field shines through every word which, along with insights from other researchers and partners in the field, ensures that every reader will emerge from this book enlightened, and excited about the prospect of pursuing their own 'societal impact'.*

–**Dr Gemma Derrick**, Associate Professor, Research Policy & Culture, University of Bristol, UK

# CREATING MEANINGFUL IMPACT: THE ESSENTIAL GUIDE TO DEVELOPING AN IMPACT-LITERATE MINDSET

BY

JULIE BAYLEY  
*University of Lincoln, UK*



United Kingdom – North America – Japan – India  
Malaysia – China

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# CONTENTS

<i>List of Figures and Tables</i>	xi
<i>About the Author</i>	xiii
<i>Acknowledgements</i>	xv
<i>Contributors</i>	xvii
<i>Introduction</i>	1
<i>Structure of the Book</i>	3

## **Part 1: Impact, Impact Literacy and Values**

Chapter 1: What Is Research Impact?	9
What Impact Is	9
What Impact Isn't	13
Types of Impact	14
Proving Impact	16
Why Do We Do Impact?	17
Impact in Funding	18
Impact in Assessment	20
Impact in Missions	22
Personal Motivation for Impact	24
The Wonderful World of Impact Terminology	25
Things That Sound Like Research Impact But Aren't	30
Dimensions of Impact	34
Significance: How Important Is it to the Outside World?	34
Reach: How Far or Deep Is the Effect?	35

Contribution and Attribution: How Much of the Change is Down to the Research?	37
Distance and Time: Where and When Does the Impact Happen?	38
Linearity and Dependencies: How Sequenced Does it Have to Be?	39
Disciplinary Differences? <i>Not as Such</i>	41
Fundamental or 'Discovery' Research	41
Philosophical Research	42
Participatory or Engaged Research	42
Research Which Aims to Develop a Useful 'Thing'	42
Research in Contested, Sensitive, Taboo or Secret Areas	43
Commissioned Research	44
Research to Curate, Preserve or Order Knowledge	45
What Counts as 'Better' Impact? <i>(If You Need to Pick)</i>	45
Summary	47
What Can You Do?	48
Chapter 2: Impact Literacy	51
What Is Impact Literacy?	53
Evolution Of The Model	53
Risks Of Taking A Non-Literate Approach	56
Levels Of Literacy	58
Summary	58
What Can You Do?	60
Chapter 3: Impact, Values and Power	63
How We Present Impact Skews What We Think Counts – <i>Big, Shiny Endpoints</i>	63
We Don't Talk About Failure (Or Harm)	65
Who Determines What Impact Is?	67

Pressures on People And Institutions: Labour, Visibility and Survivalism	70
Mechanising Relationships	75
Recognising Privilege	77
Towards Fairer	78
Summary	80
What Can You Do?	81

## **Part 2: Eight Principles for Developing an Impact-literate Mindset**

Principle 1: Chase Meaning Not Unicorns	85
Are Unicorns a Problem?	88
Harnessing Unicorn Energy	89
Summary	90
What Can You Do?	91
 Principle 2: Work Out What Your Research <i>Powers Up</i>	 93
<i>What</i> Can Be Mobilised?	94
Who Picks Up The Baton?	96
Partner Up ...	98
... But Consider Breaking Up	100
Why? <i>Be an Annoying Toddler</i>	102
Consider <i>How</i> The Baton Passes...	104
...Before Choosing The Method	105
Prioritising (If You Have to)	107
Summary	108
What Can You Do?	108
 Principle 3: Think Directionally Not Linearly	 111
Why Is Thinking Directionally Useful?	112
From 'Problem' to 'Better'	112

Step 1: Describe the Baseline – ‘What’s the Problem?’	114
Step 2: Describe the Impact Goal(s) – If That’s the Problem, What Does Better Look Like?’	116
Summary	118
What Can You Do?	119
Principle 4: Evidence? Think ‘ <i>What Would Jessica Fletcher Do?</i> ’	121
How do we Prove Impact?	123
Hard Proof: There Is No Doubt	124
Softer Proof: It’s Provable When Combined	125
Proxy Measures: It Indicates But Doesn’t Prove	126
Logical Proof in Uncertainty: We Can Claim If We Eliminate All Other Explanations	127
Identifying Onward Routes; Using Events as Evidence Waypoints	128
What Counts As Evidence Of Impact?	129
Summary	135
What Can You Do?	136
Principle 5: Create a Healthy Space	137
Why Is The Research Environment Important?	138
A Moment on Challenges and Resistance	140
Institutional Impact Literacy	142
WHY (The Purpose)	143
WHAT (The Policies)	144
HOW (The Processes)	144
WHO (The People)	145
Institutional Risks of Taking a Non-Literate Approach	146
Levels of Institutional Literacy	148
Institutional Health	149
The 5Cs of Institutional Impact Health	151

Embedding an Impact Culture	154
Summary	162
What Can You Do?	163
Principle 6: Own Your Expertise But Don't Be a Jerk	165
Summary	170
What Can You Do?	170
Principle 7: Be an Impact Lighthouse	173
What to Illuminate	174
Where and When to Shine the Light	175
Summary	181
What Can You Do?	181
Principle 8: Be You	183
Final Words	185
Frequently Asked Questions	189
Index	197

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# LIST OF FIGURES AND TABLES

## FIGURES

Figure 1. What Is Impact?	11
Figure 2. Original Impact Literacy Diagram	54
Figure 3. Revised (Extended) Model of Impact Literacy	55
Figure 4. Impact as Up, Down or Steady	113
Figure 5. How We Make a Difference in Academia	157
Figure 6. Knowledge Mobilisation and Impact Competencies	160

## TABLES

Table 1. Levels of Individual Impact Literacy	59
Table 2. Sliding Scale of Stakeholder Energies	97
Table 3. Characterising Baseline Problems and Impact Goals	117
Table 4. Common Evidence Types and What They're Best Suited To	131
Table 5. Levels of Institutional Impact Literacy	148
Table 6. Comparison of Healthy Versus Unhealthy Practices	153

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*She is also a world expert on impact.*

*Vicky Williams, CEO, Emerald Group*

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To Mum. You're completely loopy and I love you, but I refuse to play Ludo with you until you stop elbowing me in the ribs.

To Dad. You won't read this, and you won't understand what it's about, and that's fine. Just know I did it and please stop complaining about my coffee.

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This book is for those we bumble along with, those we love and those we want to throw pies at. It's a fascinating world isn't it?

And now, tea.

## CONTRIBUTORS

There are wonderfully kind and fabulous people around, some of whom I've been lucky enough to have contribute to this book. A MASSIVE thanks to them for offering their energy, time, thoughts and comments, from whichever bit of the research and impact world they represent. Some of them were even willing to be seen with me in public to discuss things over coffee. Others less so but I'll hang around until they relent. The glorious people you'll hear from and to who I'm indebted are:

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