Goal Setting for Impact

Develop **SMART** impact goals (specific, measurable, achievable, realistic and time bound). Professor Mark Reed from Fast Track Impact suggests the following tips[[1]](https://libguides.library.cqu.edu.au/c.php?g=881139&p=6644313" \l "_ftn1" \o "):

* Visualise yourself at the end of your project having achieved an impact that everyone is talking about. Where are you and what can you see? What has changed? What are people saying about how they have benefited?
* Make sure your impact goals aren’t simply about communicating your research findings
* If they are, then ask yourself who is most likely to be interested in your work outside academia, and how those who hear about your work are likely to benefit from or use what they learn
* If you don’t know the answer to these questions, just focus on trying to identify the aspects of your work that you think people outside academia are most likely to be interested in. Then ask yourself why you think they might be interested in this aspect of the work
* If you’re still struggling, go out and speak to some of the people you think might be interested and ask them what interests them most, what might make it more interesting/relevant to them, and how they would like to benefit from or use your work
* If you have a goal that is all about communication rather than impact, then you might have a good idea of the sorts of modes of communication you want to use (e.g. social media, video, workshops), and an alternative is to work back from the communication method you’re interested in using, to the people who will engage with that method, and then their interests and how they will benefit. Beware that in some cases you may discover that the communication method you want to use will not actually reach people who are interested or can use your work (for this reason it is always best to start with the goal and/or your research partners/stakeholders first, before choosing your pathways to impact)

## Impact Planning Canvas

Using the Impact Planning Canvas contained within this toolkit provides you with a structured method for linking and plotting your pathway to impact by thinking about your project goals, stakeholders, and partners, methods of communication, timing, resources and indicators to measure your success.

[[1]](https://libguides.library.cqu.edu.au/c.php?g=881139&p=6644313" \l "_ftnref1" \o ") Fast Track Impact – Impact Goals <https://www.fasttrackimpact.com/single-post/2017/06/01/How-to-write-an-impact-summary-and-pathway-to-impact>

# **Glossary of terms**

**Impacts** Wider long term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments (long term). It refers to the specific contribution of the project to the work programme expected impacts described in the destination. Impacts generally occur some time after the end of the project.

 **Objectives** The goals of the work performed within the project, in terms of its research and innovation content. This will be translated into the project’s results. These may range from tackling specific research questions, demonstrating the feasibility of an innovation, sharing knowledge among stakeholders on specific issues. The nature of the objectives will depend on the type of action, and the scope of the topic.

 **Outcomes** The expected effects, over the medium term, of projects supported under a given topic. The results of a project should contribute to these outcomes, fostered in particular by the dissemination and exploitation measures. This may include the uptake, diffusion, deployment, and/or use of the project’s results by direct target groups. Outcomes generally occur during or shortly after the end of the project.

 **Pathway** to impact Logical steps towards the achievement of the expected impacts of the project over time, in particular beyond the duration of a project. A pathway begins with the projects’ results, to their dissemination, exploitation and communication, contributing to the expected outcomes in the work programme topic, and ultimately to the wider scientific, economic and societal impacts of the work programme destination.

**Research output** Results generated by the action to which access can be given in the form of scientific publications, data or other engineered outcomes and processes such as software, algorithms, protocols and electronic notebooks.

**Results** What is generated during the project implementation. This may include, for example, know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets, trained researchers, new infrastructures, networks, etc. Most project results (inventions, scientific works, etc.) are ‘Intellectual Property’, which may, if appropriate, be protected by formal ‘Intellectual Property Rights’.