

Impact Dialog

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Impact trainings for researchers

Researchers are more than ever requested to produce impact both within, but definitely beyond academia. Science communication is at its all-time high. However, time is a scarce resource. And who really knows how to build a successful impact strategy? Or knows the tools and methods to connect with a chosen target audience?

I do! And I love to teach you!

To give researchers a first introduction and solid foundation to impact communication I designed a one-day training course. You will learn strategic communication skills that increase your visibility, sharpen your profile and cement your career milestones.

The training is based on the latest research evidence and takes a unique relational approach to enable you to deliver significant and lasting impact with your research. I have already successfully trained researchers from more than 45 institutes.

A full day training

Stakeholder Analysis

We use social network analysis tools, so you know who your target groups are and who to engage.

Working with Stakeholders

We look into the questions: What is the message each of you wants to get across? How can you do this successfully?

Social Media

We will address social media platforms, collect stories of success and failure and discuss potential risks, so you are equipped to build your personal impact strategy for success.

What empowers impactful communication?

As a trained mediator I will take you on a journey to see conflicting interests from different angles and show you how to build trust and credibility.

Tracking and evaluation of your impact

We elaborate reasons and tools to track and quantify your impact, to enable you to adapt your impact/outreach/stakeholder/communication strategies.

+ Individual 1-to-1 online coaching sessions

15 min session per person to address specific needs that occurred after the training to ensure direct application of the know-how.

Terms

Full day training courses are offered for groups of up to 20 participants and are 2,000 EUR. This includes individual 1-to-1 online coaching session – 15 min per person. Additional cost for travel and accommodation do apply. An online option is available. Alternatively the workshop content can be taught to individuals via coaching sessions. The training language is English.

Further components included in the course fee:

- » Briefing call - I spend time with you before the training to ensure my workshop is tailored to your needs.
- » Provision of training material to participants.
- » Review call – so we can allow time for feedback and evaluation.

Please contact me via rosmarie.katrin@impactdialog.com to talk about your ideas and we will find a way to make them happen.

References



Prof. Mark Reed, Professor of Rural Entrepreneurship and Director at the Natural Capital Challenge Centre at Scotland's Rural College (SRUC), UK, @profmarkreed

“Rosmarie combines research expertise with extensive practical experience to inspire and motivate the people who come to her training. I highly recommend Rosi's course and her skills as a trainer, mediator and knowledge broker.”



Katharina Funk, Climate Change Manager, City of Erlangen, Germany, @KEFunk

“Luckily, I was able to train my communication skills very early in my career while attending Rosi's Impact Training. With her help I learned to overcome the seemingly unsolvable difficulties. But the biggest impact for me was when Rosi made me realize how much one can accomplish when working as a team: Rosi showed me that together we have the power to change the world.”

Dr Rosmarie Katrin Neumann

I have more than 15 years of interdisciplinary expertise, split between research and practice. Originally trained as a Landscape Ecologist I have studied in Germany, Iceland, New Zealand and the UK. My recent research sheds light into the uptake of knowledge into decision-making and stakeholder communication networks.



During my studies I have worked with multiple stakeholder groups including law enforcement agents, national media. Working as a professional knowledge broker taught me how to connect biodiversity researchers with national, European and international policies and policy makers. I have co-authored a Science paper about the failures of science-policy dialogue in relation to EU agricultural policy. I have more than 11,000 followers on Twitter and I became a trained mediator in 2016.



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