



## › **IMPACT PROGRAM**

# **CREATE MORE SOCIETAL IMPACT THROUGH YOUR RESEARCH AND EDUCATION**

The work you do as a researcher and teacher is important. But how do you increase your societal or economic impact? What kind of strategy do you need? How do you present the story behind your research more clearly, with more emphasis on output and relevance? Who might be interested? And how to approach these parties? The Impact Program will provide you with answers to these questions and more.

### **WHO IS THIS PROGRAM FOR?**

- › You're a researcher who wants to get better at creating impact. You have an appointment at the University of Amsterdam, Amsterdam UMC or VU Amsterdam.
- › You're a mid-career assistant or associate professor with a track record in research. You already have some experience working with external parties.
- › You preferably already have a project or idea that you want to develop and take to the next level.

The Impact Program is relevant to all academic disciplines.

### **PROGRAM**

a total of 6 days over a 6-month period

### **PERIOD**

**October '25 - March '26**

### **COSTS**

€2,750 (€1,375 budget faculty, OZI or department and €1,375 funded by IXA)

### **APPLICATION PROCESS**

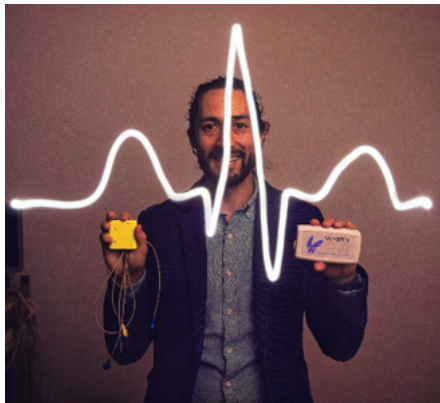
participants are nominated by their department, faculty board or research institute. You can also indicate to your supervisor yourself that you are interested.

### **QUESTIONS?**

Contact Diane Schöller:  
[d.scholler@amsterdamumc.nl](mailto:d.scholler@amsterdamumc.nl)

# RESULT AND PRACTICAL

Through the entire program you will work on strengthening the skills you need to successfully create impact. You will also be able to translate your research and knowledge into societal application in collaboration with others and outside your own institution.



## FURTHERMORE, YOU WILL HAVE

- › knowledge of what Impact entails and the importance of creating Impact;
- › an impact or communication strategy to take the next step towards Impact;
- › met a cohort of motivated colleagues who all want to make a difference in the world;
- › gained insight into yourself and your environment when it comes to Impact;
- › gained practical tools (e.g. stakeholder analysis) and practical skills (negotiation and communication) to be able to create Impact.

## DATES PROGRAM 2025-2026

- › **Intake interview of 30 minutes via Teams**  
June 30, July 1 and July 2
- › **4 thematic modules of 3,5 days from 9:30 till 17:00**  
October 2, November 6, January 13 (9:30 - 17:00) and March 11 (13:00 - 17:30)
- › **2 writing sessions in which you work on your impact strategy**  
December 9 (9:00 - 13:00) and February 5 (2hr, online)
- › **2 intervision sessions**  
1 half-day session per participant no more than 7 participants per session, November 18 and February 12
- › **Homework assignments**

# CONTENT OF THE IMPACT PROGRAM

The Impact Program is highly varied and includes thematic modules, intervention sessions and writing sessions.

## **Module 1 | 1 day**

### **Motivation and scientific storytelling: what's my story?**

Explore the why question: what story do you have to tell? And for whom? What's your motivation for doing research and creating impact?

Why do you want to make a difference, what problem are you addressing, how is your work relevant to society? And what internal and external processes should you take into account?

## **Module 2 | 1 day**

### **Collaboration and communication: how do I connect?**

How do you network, negotiate and collaborate with others? What kind of strategies can you use? Who do you want to collaborate with and how can you tailor your communication to potential partners? How do you handle resistance? How can you exert influence, both inside and outside your organisation?

Practise conversational situations (with actors) in different settings and at different levels, based on your own case.

## **Writing session | 2 half-days**

### **Creating your impact strategy**

In this session, you will work on your personal impact strategy together with the other participants, supervised by an instructor.

**Intervision | 2 half-days**  
**In-depth exploration  
of personal impact  
case**

Under the supervision of a senior coach and consultant with experience in business and government, you undertake a structured exploration of your own personal impact case. How should you deal with certain situations? How do you react and what kind of obstacles do you encounter in your interactions with others?

**Module 3 | 1 day**  
**Inspiration and  
implementation:  
how to move forward**

You will get inspiring input on various topics and engage with experienced researchers, policymakers, industrial partners, legal experts and a communications specialist. You will use what you learn from these conversations to continue developing your impact strategy.

**Module 4 | 1 half-day**  
**Presentation**

You will present your impact strategy in different ways and will get feedback from IXA business- and impact developers and the trainers.



# THIS IS WHAT PARTICIPANTS SAY ABOUT THE IMPACT PROGRAM

Testimonials Impact Program by IXA



## **'FULL CONFIDENCE'**

'The training has (partly) ensured that I can confidently take on the chairmanship of a large consortium. I have now been given a good solid foundation to build upon, which also makes me very enthusiastic about it.'

Nathalie Bravenboer, Associate Professor AMS, Department Laboratory Science, Amsterdam UMC and Program director Tissue Function and Regeneration



## **'CLEAR OVERVIEW'**

'From idea to execution, what steps do I take to achieve impact? Who and what do I need for that? I now have a clear overview of that after completing the impact training.'

Jeroen den Dunnen,  
Principal Investigator AI, Amsterdam UMC



### **'LEARNED NEW SKILLS'**

'The impact program showed me different impact strategies, approaches and how to involve stakeholders (with confidence!). It really gave me a set of new things and skills to work with.'

Silvia De Conca, Assistant Professor, Amsterdam Law & Technology Institute,  
Faculty of Law, VU Amsterdam



### **'TRAINING WAS A VERY POSITIVE EXPERIENCE'**

'During the training, we discussed the various impact possibilities to see which route to impact suits you best. The group of participants was an interesting mix of scientists from different disciplines, which gave you different perspectives. I look back on it very positively.'

Esther Eiling, associate professor of Finance  
at the University of Amsterdam

IXA is the knowledge transfer office of



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Amsterdam UMC



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