



# CTRIVE® 3.0 WORKSHOPS

# TABLE OF CONTENTS

Knowing your funders	6
Developing a research pitch	8
Inside the head of evaluators	10
Networks: building, utilising and maintaining	12
Knowing your research assets: recycle and reuse	14
Understanding impact	16
Research data management and open data	18
Introduction to research project management	20
Self-reflection questions	22

# CTRIVE® 3.0 FOREWORD

**The profound and lasting changes** which are now transforming the international research landscape mean that it has never been more important for researchers to invest in their professional development. At the European level there is an increasing focus on projects which can address societal challenges, and which couple research and innovation. This is a trend which we are seeing in Swedish national funding also, with a growing emphasis being placed on wider societal ‘impact’. While there will always be a place for excellent ‘basic’ research, the bar for securing funding for it is becoming ever higher.

At the same time, the number of researchers entering the arena continues to grow, with a doubling in the number of PhD graduates in Sweden over the past two decades, mirroring a Europe-wide trend. To navigate this highly competitive environment successfully, researchers need to understand the drivers behind funding, to position their research effectively, and to communicate their skills and the value of their work to an array of stakeholders, and potential employers, both within and outside the higher

education sector. The CTRIVE® 3.0 programme can help researchers to develop in all the recognised aspects of researcher excellence: knowledge and intellectual abilities; personal effectiveness; research governance and organisation; and engagement, influence and impact.

CTRIVE® 3.0 is a suite of eight workshops designed to enhance the competitiveness of participating researchers, and can be tailored to the needs of individual research groups or departments. The workshops cover a range of topics, including funding policy, innovation and utilisation, research pitching and marketing, and project management. These are crucial concepts to grasp for all researchers – regardless of career stage or discipline – who aim to have a successful research career, within academia or beyond.

Håkan Spjuth  
Head of the Grants and  
Innovation Office



**FUNDING**

**PROJECTS**

**GRANTS**

**KNOWING YOUR FUNDERS**

# OVERVIEW

This workshop can improve researchers' understanding of the national and international funding landscape, demonstrating the diverse objectives of different funders, and helping researchers to identify the funders most relevant to their work.

Not all funders have the same expectations. Understanding whether a funder prioritises basic or applied research, the extent to which they judge the personal merits of the applicant, and whether they expect projects to address societal challenges or demonstrate innovation, are all crucial considerations in developing an effective funding strategy. Key objectives are not always obvious in funders' call texts – a deeper, long-term understanding of funders' interests and drivers is necessary for success.

# CONTENTS

- Different types of funder: public and private; challenge-driven and excellence-driven; innovation- and/or research-driven.
- Varieties of funding: project, networking, travel for research, publishing and dissemination etc.
- Identifying and understanding funders' wider aims.
- Reading call texts. Key language and what it means.
- Developing a funding strategy and planning ahead. What type of funding is most appropriate for your career stage? How can you build a portfolio to make you competitive in higher tier funding competitions?



A man with dark hair, a beard, and black-rimmed glasses is smiling broadly while shaking hands with another person whose arm is visible on the right. He is wearing a light blue button-down shirt. The background is a modern office with a stone wall, wooden beams, and warm lighting. The text "DEVELOPING A RESEARCH PITCH" is overlaid in yellow at the bottom.

# **DEVELOPING A RESEARCH PITCH**

# OVERVIEW

The ability to communicate the value of your work to both expert and non-specialist audiences is a vital skill for researchers of all disciplines; both for professional networking and general research communication. This workshop will focus on developing a non-specialist four-minute research pitch using a form of the NABC model (Needs, Approach, Benefits and Competition). The session also develops participants' ability to both give and receive critical feedback in a supportive and structured way.

# CONTENTS

- The purpose of the pitch.
- The demand for popular science.
- The NABC model.
- Identifying the key elements of your research.
- Knowing your audience and tailoring your pitch.
- Use of visuals.
- Presentation technique.

# INSIDE THE HEAD OF EVALUATORS





# OVERVIEW

This workshop aims to introduce the researcher to some of the generic elements of research proposal evaluation. As far as possible, the session will include input from external experts as well as GIO staff.

Evaluations are conducted by human beings, and while excellent research ideas are the key factor in success, there are also a range of techniques and knowledge which can influence the evaluators and support you in developing competitive proposals. Different funders have different requirements, and we will look at examples of calls from national and international funders, and from challenge-driven to basic research, as well as common elements of best practice.

# CONTENTS

- How to write competitive applications.
- Concepts of admissibility, eligibility, and relevance to call scope.
- General evaluation criteria and scales.
- One- and two-stage evaluations.
- Funders' interests beyond the scope of the call.
- Best practice around:
  - Using review/ peer review.
  - Efficient application writing.
  - Developing a good abstract.



# OVERVIEW

Networking skills are often taken for granted and do not receive the attention required to develop them. This session will provide an opportunity for participants to carry out an audit of their existing networks and to model an 'ideal' network in relation to their future research vision. Alongside this, the session will introduce some key skills and components necessary for building durable networks.

# CONTENTS

- What is a network?
- The value of networking.
- Building, maintaining and utilising networks.
- Roles and expectations within my network.
- The psychology of networking.
- Networking and communication platforms.

A close-up, warm-toned photograph of a person's hands working at a desk. The person is holding a spiral-bound notebook and a pen, with their hands positioned over a laptop. To the left, a metal mesh pencil holder contains several colored pencils. The background is softly blurred, showing more of the desk and the person's long hair. The overall atmosphere is focused and productive.

**KNOWING YOUR RESEARCH  
ASSETS: RECYCLE AND REUSE**



# OVERVIEW

Much knowledge is developed in research and then packaged in such a way that it can be transferred to other arenas. This can be in the form of data, designs, inventions, models, methods and software. To optimize the utilisation of research assets, it is necessary to identify them and their potential applications both within and beyond the academy.

As the international funding landscape increasingly emphasises the coupling of research and innovation, understanding the potential of your intellectual assets becomes ever more vital to securing funding and contributing value to society through your research.

# CONTENTS

- What is an intellectual asset?  
Types: objectifiable and intangible.
- Identifying your assets using the Intellectual Asset Inventory tool (IAI).
- How to utilise your assets within and beyond the academy.
- Identifying the innovation potential of your assets.

# UNDERSTANDING IMPACT



# OVERVIEW

This workshop aims to introduce researchers to the 'Impact Agenda': the growing demand of funding bodies (especially those channelling public money) that the research they support should benefit wider society, beyond academia. Impact can occur from research in every field.

It has become conventional to categorise Impact as either 'economic' or 'societal'. Some funders, at the European level, for example, have very rigid definitions of what constitutes Impact; others are willing to accept any provable benefit accruing to society outside the university sector. This workshop will help researchers to understand these definitions, to identify the potential Impact in their own work: how to plan for it, how to capture evidence of it, and how to demonstrate it for a range of purposes to different audiences.

# CONTENTS

- What is Impact and why is it important?
- How different funders define Impact.
- Examples of Impact in different disciplines.
- Planning for Impact in partnership with stakeholders.
- Demonstrating Impact and writing impact case studies.

A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The person is wearing a dark blue long-sleeved shirt and a black watch on their left wrist. The laptop screen is visible on the right, displaying a data visualization with a grid and lines. The background is dark and out of focus.

# **RESEARCH DATA MANAGEMENT AND OPEN DATA**



# OVERVIEW

This workshop aims to introduce the researcher to some of the basics of research data management as well as providing knowledge about the opportunities and challenges with open research data.

Research data management is a general term covering how you collect, organise, structure, analyse, store and share the information used or generated during a research project.

Data management is a key part of responsible research and, ever more frequently, research funders require that research data be stored in an open format for reuse and review.

Developing plans for research data management at the start of your research project can make your data administration easier throughout the research lifecycle and ensure benefits for you, your fellow researchers and the wider public.

# CONTENTS

- What is research data?.
- FAIR data.
- Data management plans.
- Legal and ethical aspects of research data management.
- Data file formats and storage.
- Sharing data in research collaborations.
- Practical aspects of open data in research.
- Metadata standards and re-use of data.
- Long term storage of research data.

# INTRODUCTION TO RESEARCH PROJECT MANAGEMENT

STRATEGY

CHECK  
LIST

PLAN

SELECT  
COLOR

SYSTEM  
PROCEDURE

LIFE  
BALANCE

PROFIT

PEOPLE

TEAM

VISION

WEB  
DESIGN

# OVERVIEW

This series of workshops is designed specifically to help researchers develop and manage research projects successfully. The three half-day sessions (*Pre-Award*, *Post-Award*, and *Cross-Cutting*) include content that is valuable for all project types across a wide range of research disciplines. The course covers both the technical side of project management, with topics such as compliance, risk management, reporting, and budgeting; but it also incorporates the human element, with advice on managing conflict and disruptive partners through the lifetime of the project.

# CONTENTS

- The importance of project management within research.
- Planning the project.
- Budgeting the project.
- Project time-management .
- Identifying and distributing resources.
- Project delivery (Milestones, Deliverables, and Reporting).
- Managing people and dealing with conflict.

A photograph of a young woman with blonde hair tied back, smiling and looking towards the right. She is wearing a dark blue sweater. In the foreground, a blurred laptop and the back of a person's head are visible. To the right, another person with dark hair is partially visible, looking towards the camera. The background is a bright, out-of-focus indoor space.

# SELF-REFLECTION QUESTIONS

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IF YOU WOULD LIKE TO DISCUSS ANY OF THESE ISSUES, THE GIO WOULD BE HAPPY TO SUPPORT YOU.  
PLEASE CONTACT US AT [GIO@KAU.SE](mailto:gio@kau.se) OR VISIT US IN OUR OFFICES.



This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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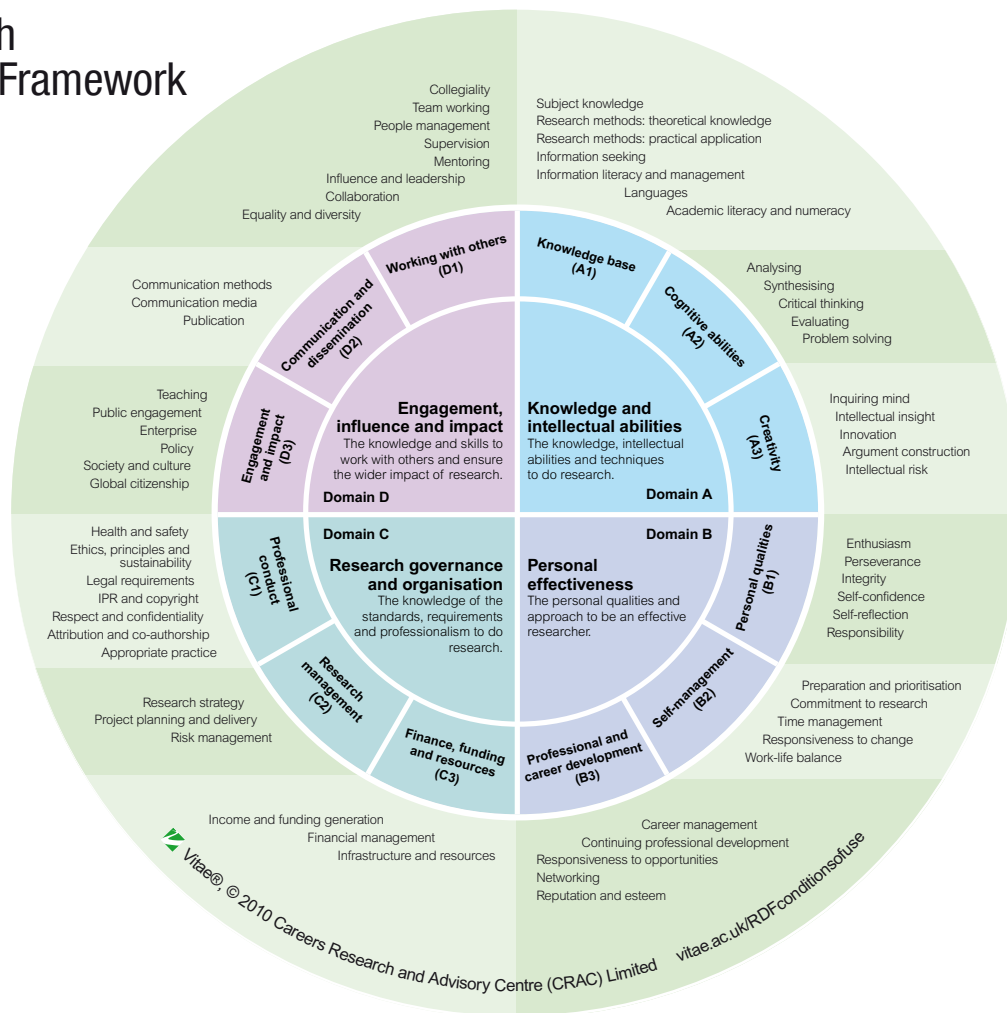
- Describe the academic and non-academic impact of your research (current/past and potential/future)

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# Vitae Research Development Framework (RDF)



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- This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- Set professional goals: three short-term (3 to 9 months); three medium-term (10 to 18 months); and three long-term (19 to 36 months)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

If you would like to discuss any of these issues, the GIO would be happy to support you. Please contact us at [gio@kau.se](mailto:gio@kau.se) or visit us in our offices.

**KAU.SE/GIO**

