



The Impactful Researcher Program

Workshop 2

Recapping the first workshop

You are pivotal to the lasting impact of your research

The scientific method is central to finding good partners

Impact is achieved through discovery driven innovation

Preparation brings confidence & curiosity to stakeholder engagement

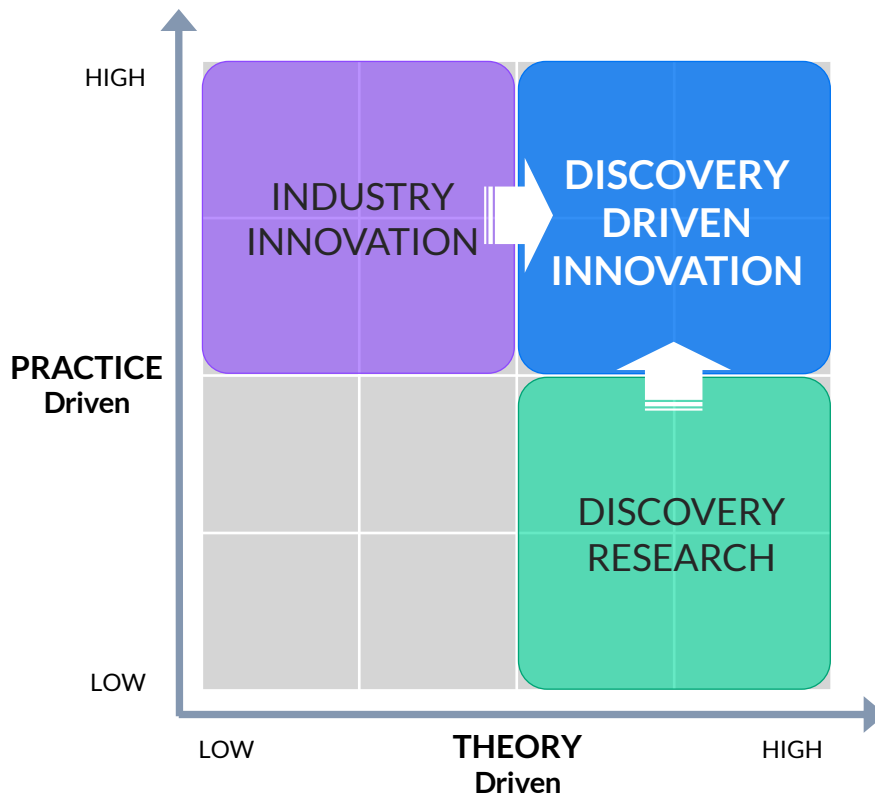
Winning partnerships come from falling in love with the problem



THE INTENT



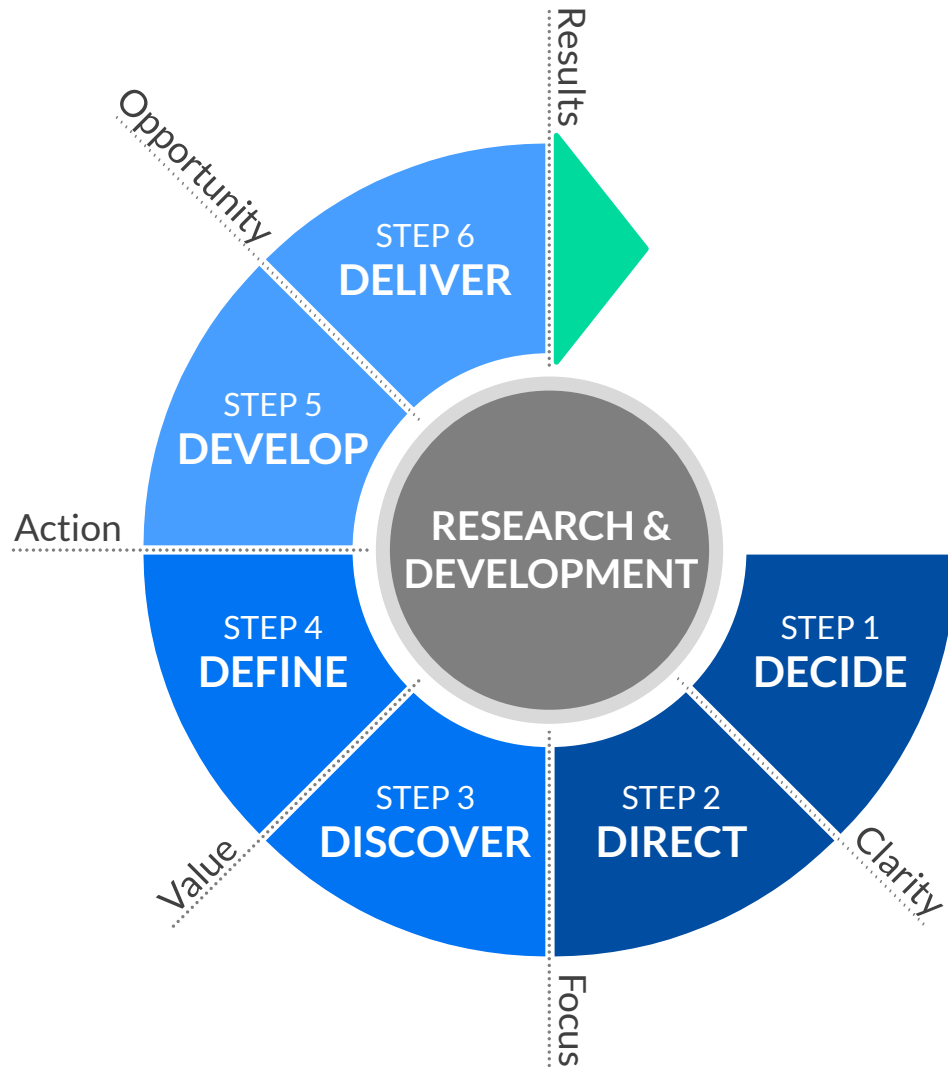
DISCOVERY DRIVEN INNOVATION



THE FRAMEWORK



DISCOVERY DRIVEN INNOVATION™



PATHFINDER CANVAS

← LOOKING IN | LOOKING OUT →



R&D POSITION STATEMENT

We are working on (a defined offering)
to help (a target audience)
to (solve a problem) with (secret sauce).

We are working on _____

to help _____

to _____

with _____



AGENDA – EFFECTIVE LINKAGE PARTNERING

Workshop 1: **Discover Opportunity**

- Entrepreneurial mindsets & methods
- Directing your research for impact

Workshop 2 : **Develop Unique Value**

- Creating and Capturing Value
- Discovery Driven Communication

Creating and Capturing Value

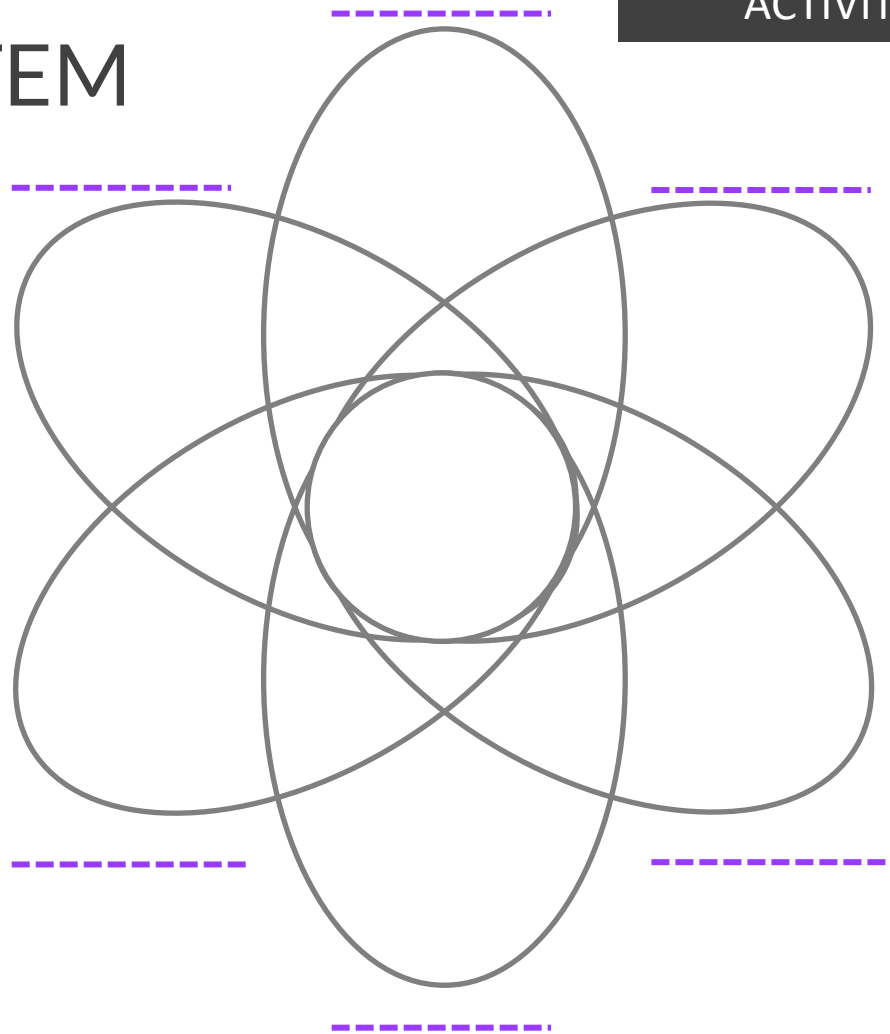
It's easy to create value,
it's another thing to capture it



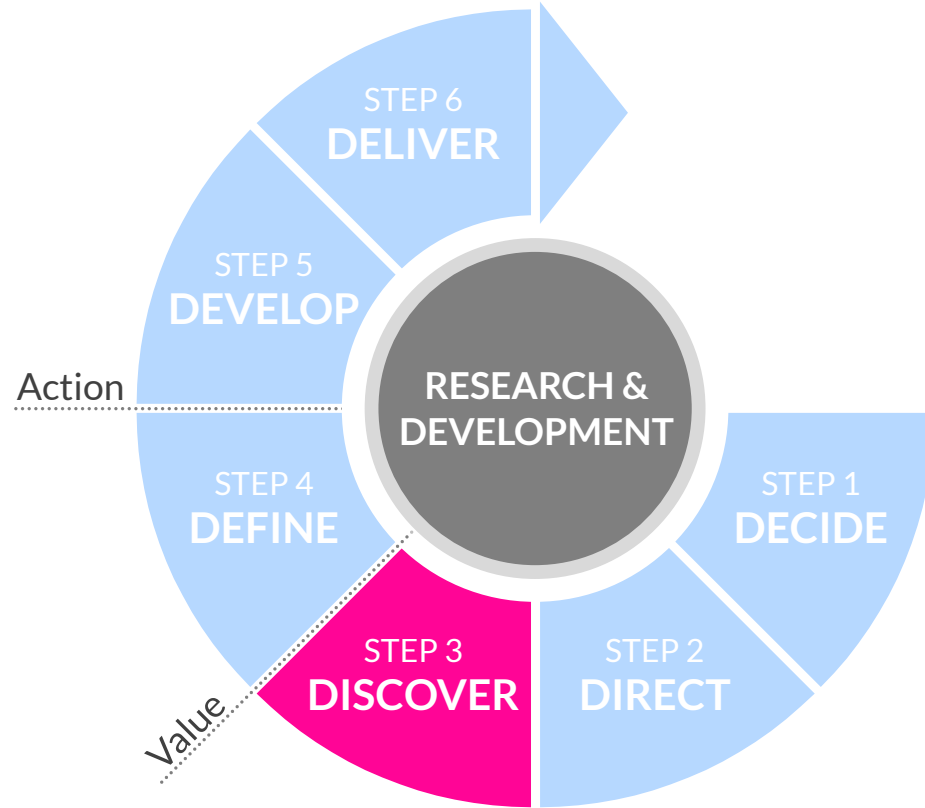
STAKEHOLDER SYSTEM

Creating something new puts you at the intersection of multiple stakeholders.

Who are the stakeholders that you need to engage and/or influence?



DISCOVER VALUE - CREATION & CAPTURE



5 Unwritten Rules for Project Success

What's the problem the stakeholder needs to overcome?

What new innovation does the stakeholder need?

What immediate benefits are there to the stakeholder?

What are the benefits to the wider system?

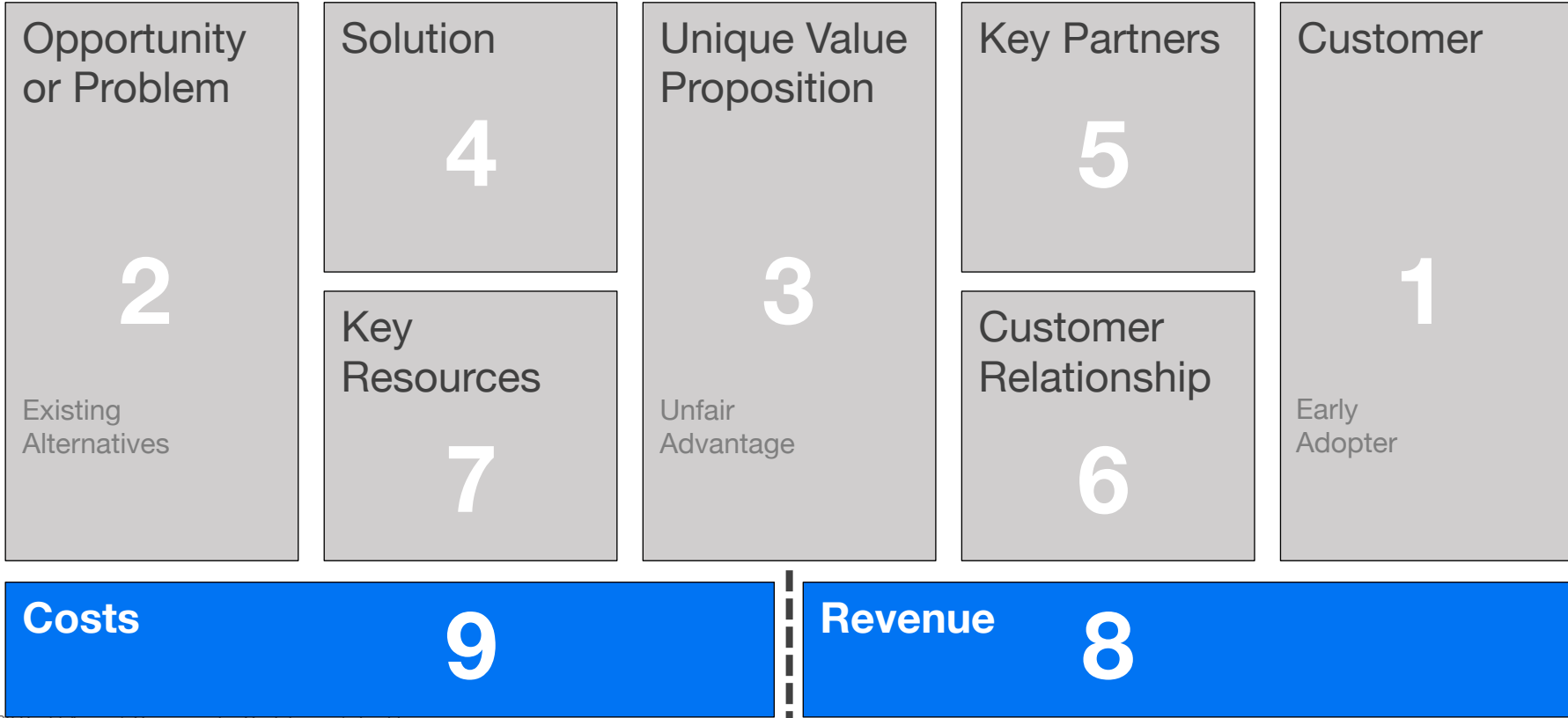
How does it support institute and system priorities?

Discover these at the beginning and the resulting **project** and **partnerships** will be stronger.

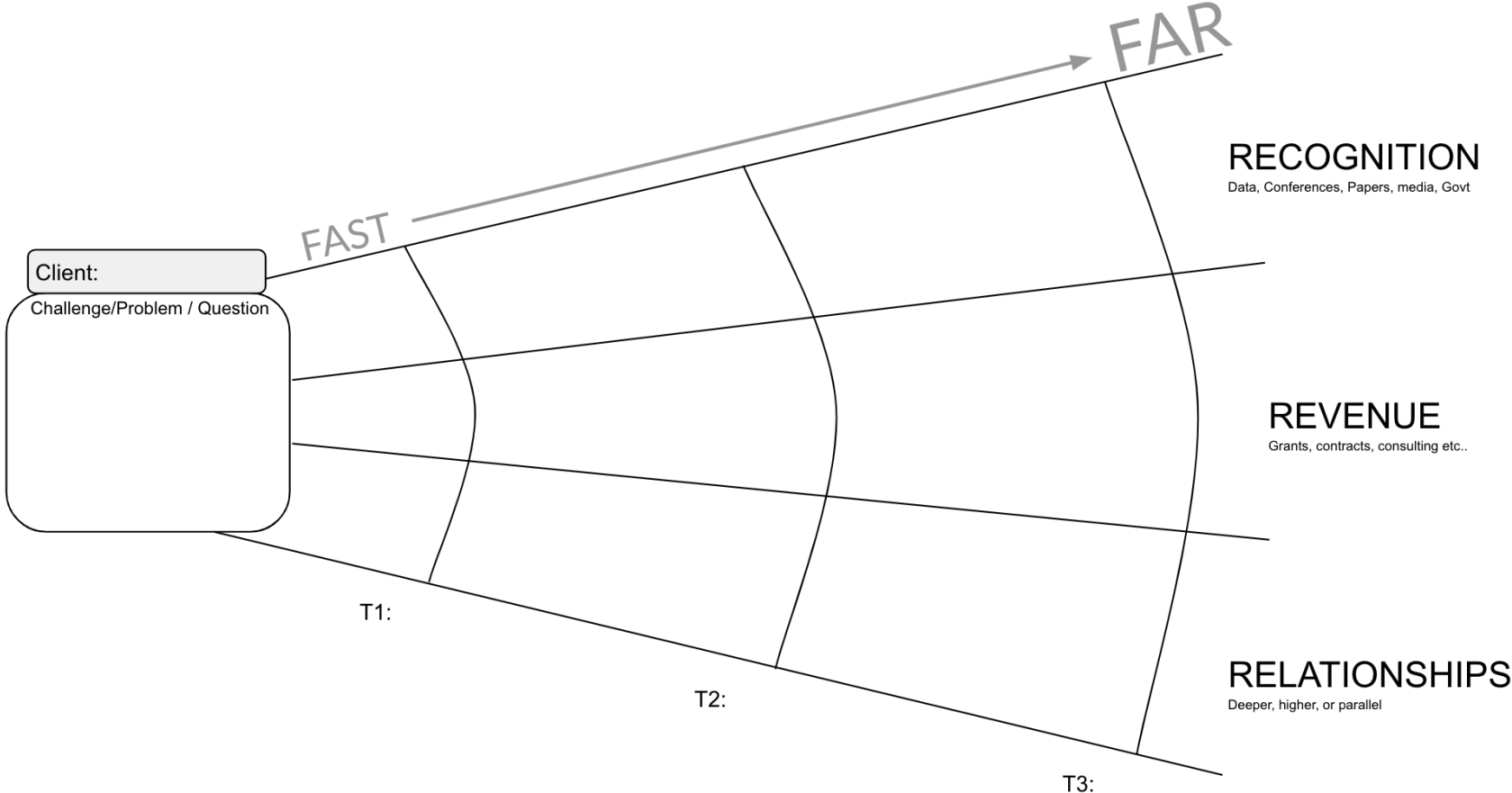


DEFINE VALUE PROPOSITION – YOUR FOCUS

← LOOKING IN | LOOKING OUT →



CAPTURING VALUE - OR - WHAT'S IN IT FOR ME?

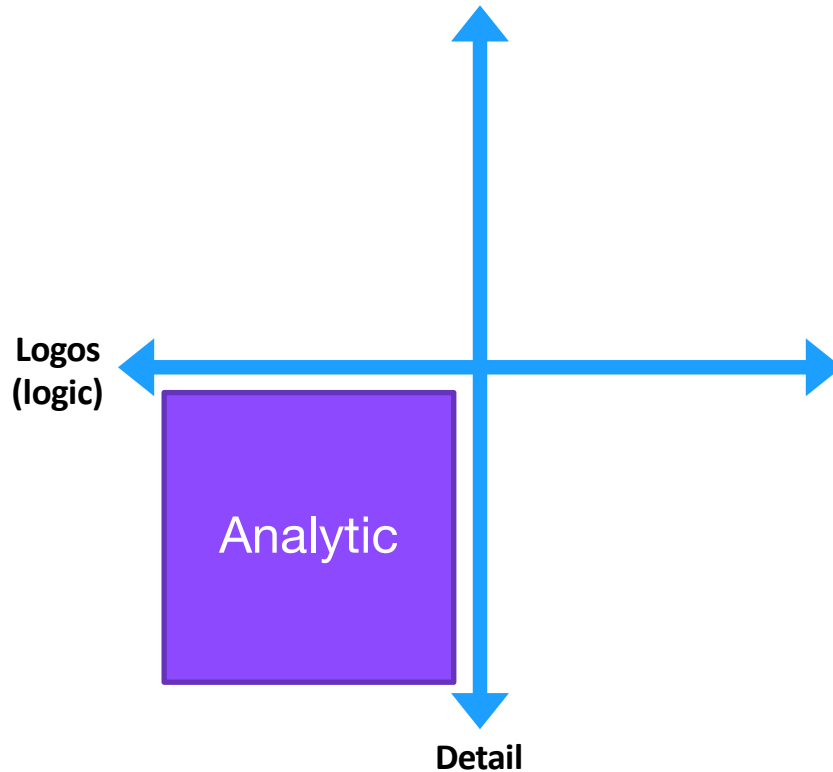


Discovery Driven Communication

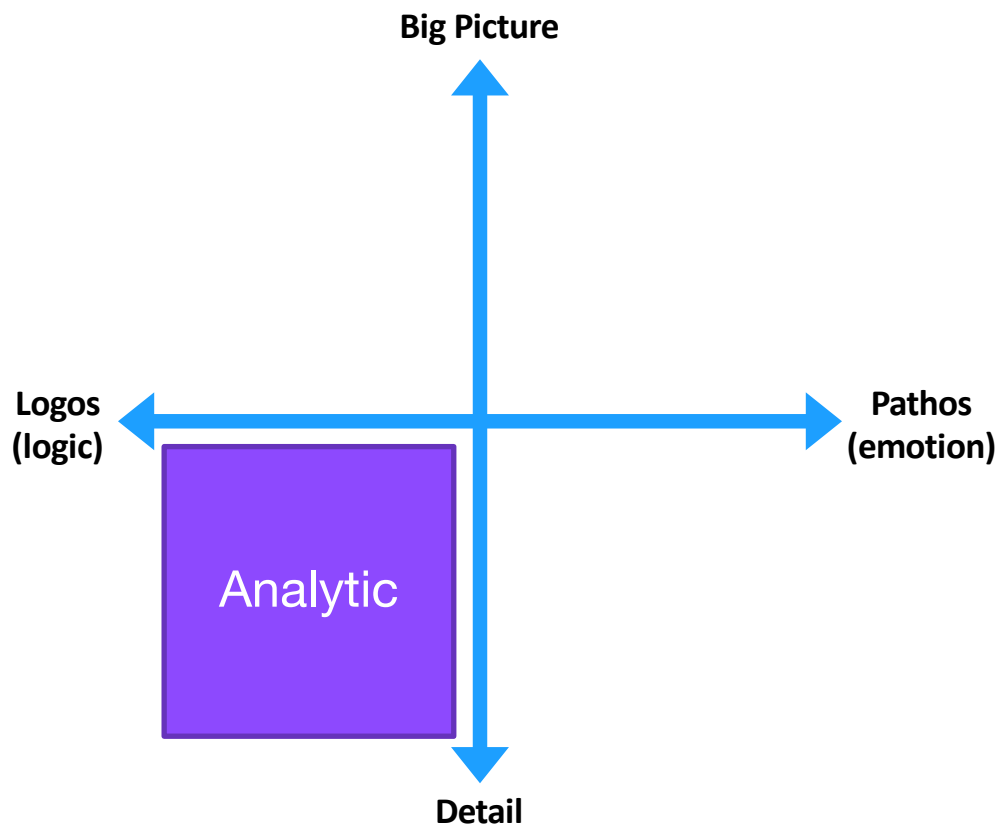
*If you want to be heard,
learn the language of your listener*



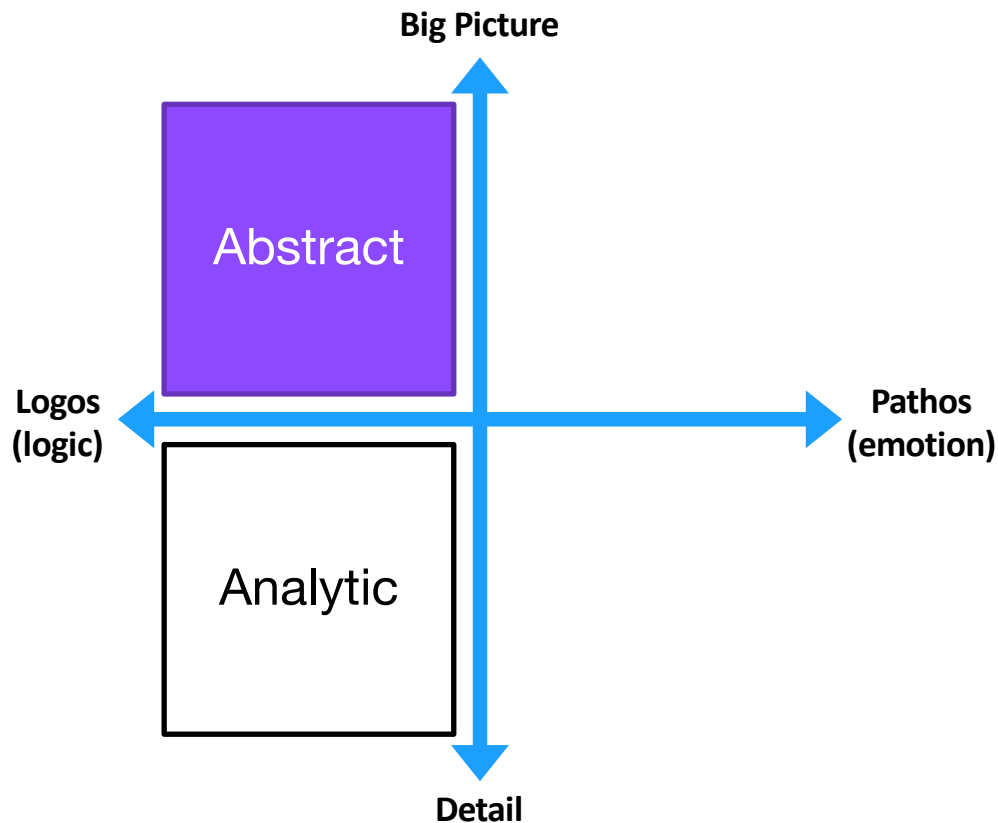
OUR DEFAULT COMMUNICATION STYLE



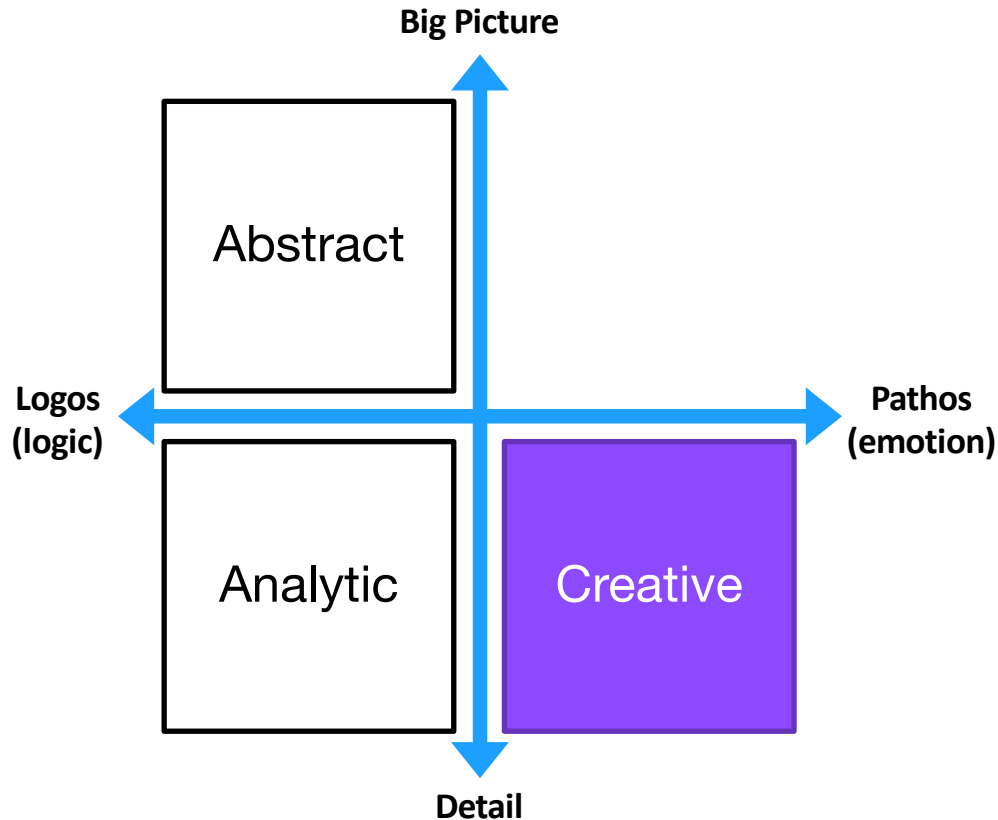
ONLY 10% OF YOUR AUDIENCE WILL HEAR YOU



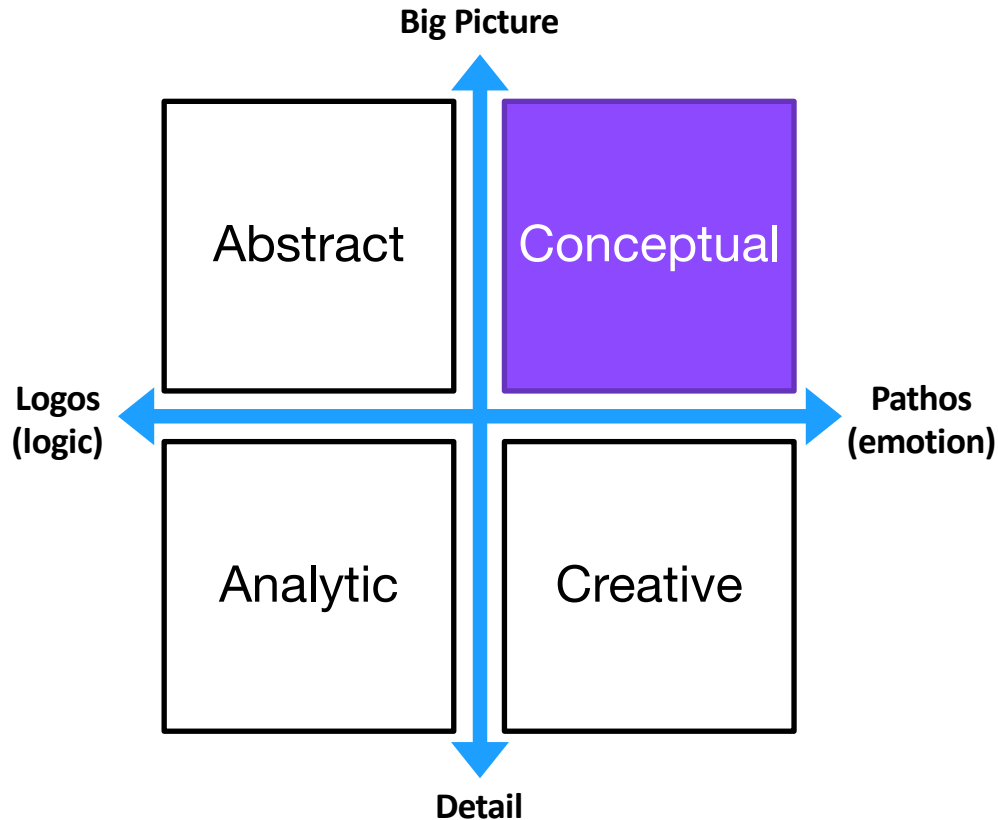
“WHAT IS SAID AND WHAT IS HEARD ARE USUALLY TWO VERY DIFFERENT THINGS”



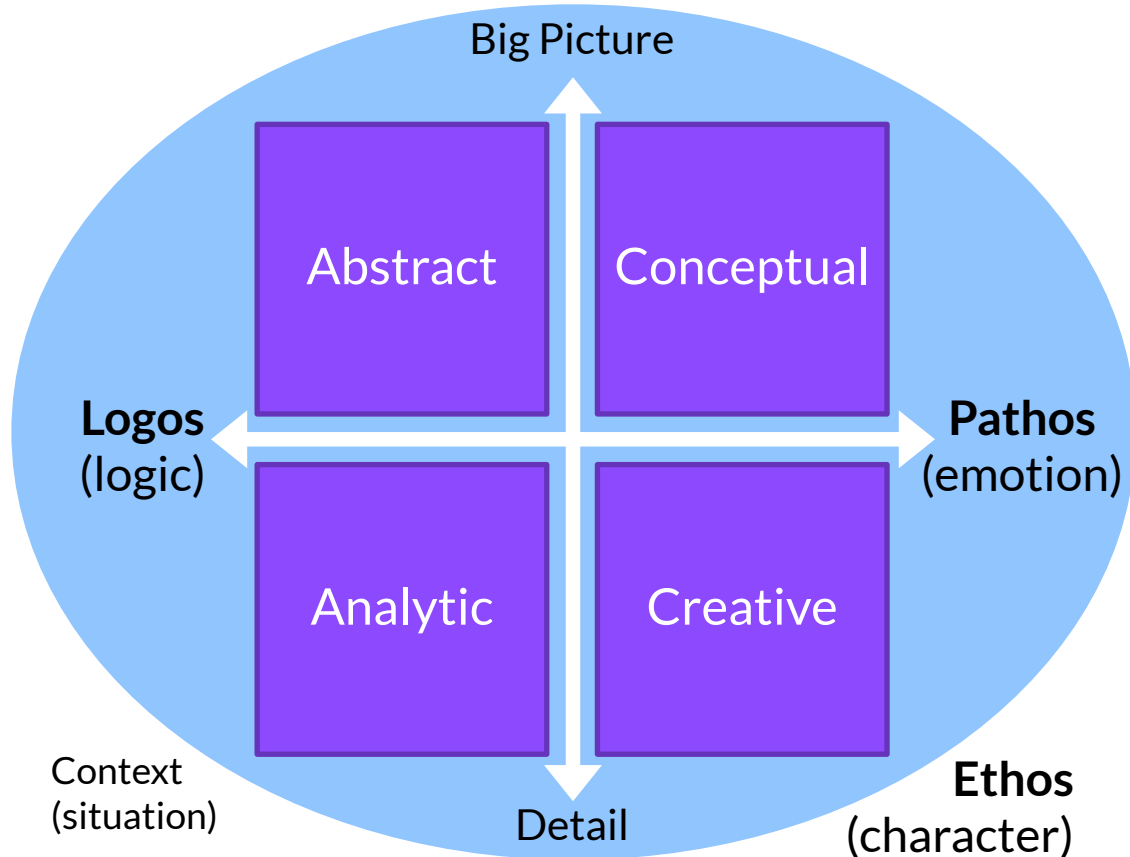
IMAGINE ONLY 1 IN 4 WORDS BEING HEARD



A TOURIST SHOUTING TO BE UNDERSTOOD



DISCOVERY DRIVEN COMMUNICATION

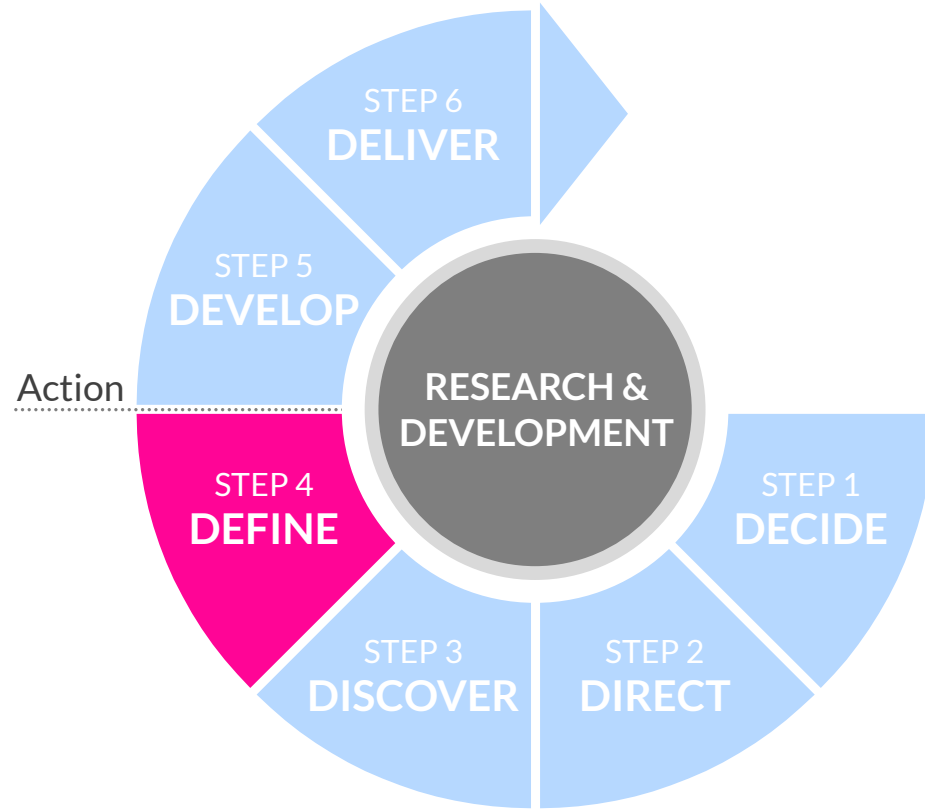


Setting You Up For Success

Putting Your Plan into Action



DEFINING ACTION – MAKE MEANINGFUL PROGRESS



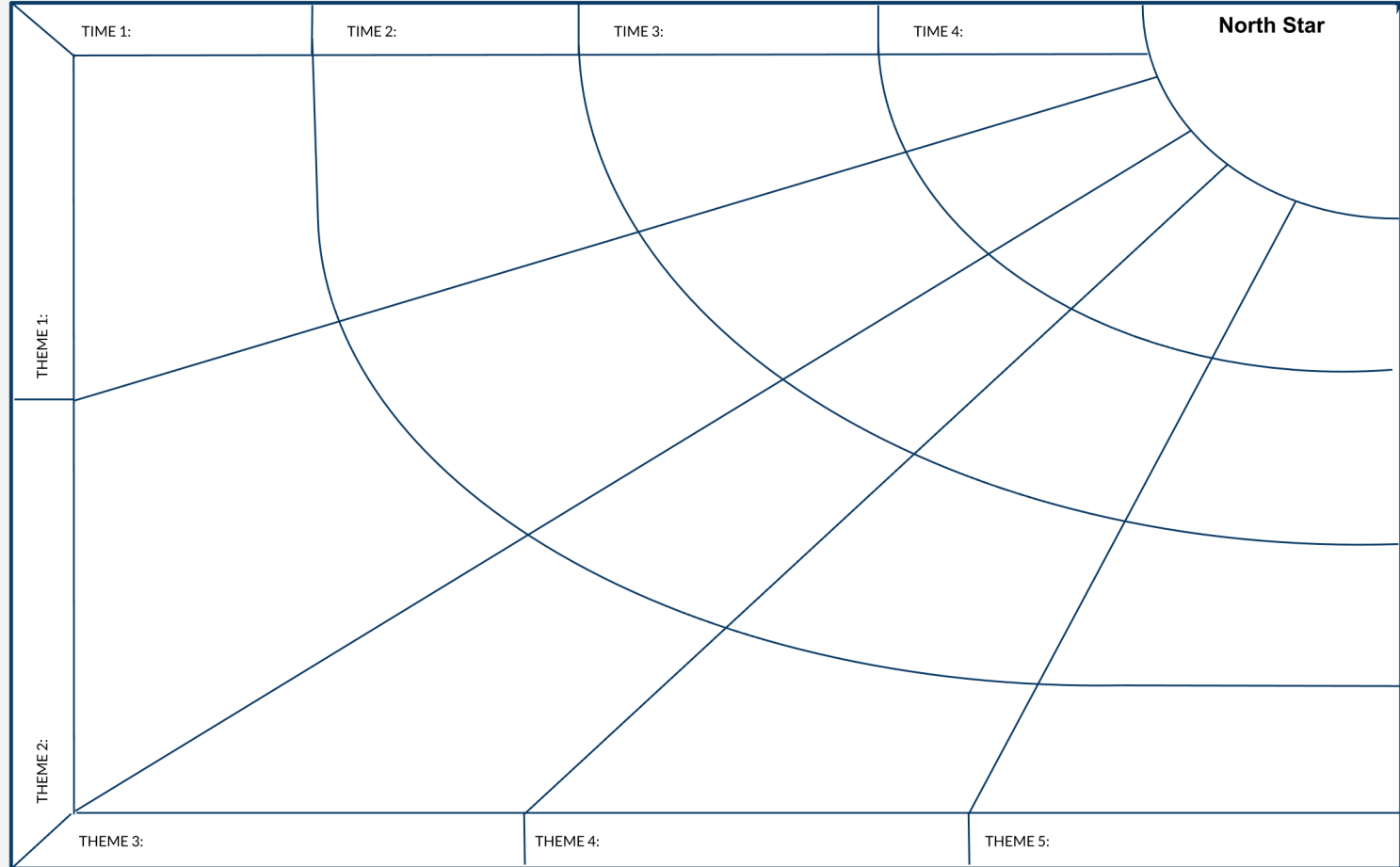
IMPACT PATHWAY MAP

Project Name:

Designed by:

On:

Iteration #



APPROACHES MKII

| Company Name | Roles required | Path to Customer | Possible Approach | Customer Lead |
|------------------------|-------------------------------------|--|--|-----------------------|
| <i>Organisation xx</i> | <i>CEO, CSO, Patient, Clinician</i> | <i>Existing relationship, LinkedIn, BD team, TTO</i> | <i>Contract research, project, translation grant</i> | <i>Name 1, Name 2</i> |
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I'm here to help...

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Thank you