

# CREATING MEANINGFUL IMPACT

*Julie Bayley's book, **Creating Meaningful Impact**, is an enlightening romp through the excitement, the pressures, the demands of doing impact well, both in terms of institutional success and in terms of a researcher's personal and professional development. As book blurbs often suggest, the book is a rollercoaster, but one very much aimed at the fainthearted, who stand to learn a lot from Julie's immense expertise, warmth, wit and superlative use of imagery. So, if you are tickled by the idea of becoming a more mindfully impactful researcher, swipe right on 'Impact Tinder' and read this book!*

–**Professor Ele Belfiore**, Professor in Cultural Policy & Director of the Interdisciplinary Centre for Social Inclusion and Cultural Diversity, University of Aberdeen, UK

*Julie Bayley never fails to achieve impact on impact. If you are already on your journey to impact literacy this book will help you grow roots into impact healthy practices. And if you are just starting out, this book will help you sow the seeds that will grow into those roots to sustain your career of research with an impact on society. 'Creating meaningful impact' isn't just the title, it is the goal that Julie achieves in this important book.*

–**Dr David Phipps**, Assistant VP Research Strategy & Impact, York University, Canada, and Director of Research Impact Canada

*There are many books available to advise researcher how to 'do' impact but none as accessible as this. The sheer joy and enthusiasm that Julie brings to the field shines through every word which, along with insights from other researchers and partners in the field, ensures that every reader will emerge from this book enlightened, and excited about the prospect of pursuing their own 'societal impact'.*

–**Dr Gemma Derrick**, Associate Professor, Research Policy & Culture, University of Bristol, UK

# CREATING MEANINGFUL IMPACT: THE ESSENTIAL GUIDE TO DEVELOPING AN IMPACT-LITERATE MINDSET

BY

JULIE BAYLEY

*University of Lincoln, UK*



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## ABOUT THE AUTHOR

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*Vicky Williams, CEO, Emerald Group*

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To Dad. You won't read this, and you won't understand what it's about, and that's fine. Just know I did it and please stop complaining about my coffee.

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This book is for those we bumble along with, those we love and those we want to throw pies at. It's a fascinating world isn't it?

And now, tea.



## CONTRIBUTORS

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