What is the carrot for impact generation?
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LISEN
LONDON IMPACT SUPPORT & ENGAGEMENT NETWORK

As much as we're trying to grow carrots, they can look like sticks

Promotion is a big carrot for doing impact but in practice it's mainly the publications that count towards promotion

Once the institution collectively understands impact it can meaningfully invest in impact and add more carrots

As much as we dislike it, the REF is still a powerful tool for putting impact on the agenda

Use your University Strategy and voices from beneficiaries to feed into conversations about impact support with senior management

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