Welcome

SSHRC IG/IDG Workshop Series
2021
AGENDA

Introductory Remarks by Rebecca Hallett, ADR, OAC

Grant writing: Elizabeth Shantz & Amy Skeoch, RIO
Q&A

Budget Panel:
  Mark Lipton, COA
  Andrea Breen, CSAHS
  Sandeep Mishra, Lang School
Q&A

Closing Remarks by Rebecca Hallett
Research Innovation Service Pillars

- Enable Impact
- Develop Partnerships
- Realize Benefit

- Create
- Collaborate
- Commercialize
Communicating the VALUE of your Research

Presented by Amy Skeoch and Elizabeth Shantz
Agenda

What is a Value Proposition?
Formulating a Value Proposition
  - High Impact Communication
  - Plain Language
Framing a Value Proposition
The Secret Ingredient!
Research Innovation Office – Here to Help!
“A grant is about convincing a jury that your ideas are worthy and exciting” - Leslie Rissler, programme director, NSF

Communicate your research to maximize your chances of winning the competition of grant proposals.
Entrepreneurship principles can be beneficially applied to many work places.

Entrepreneur

VS.

Intrapreneur

More freedom

More risk

Less freedom

Less risk

Own boss

Employed in an organization
Let’s take off our academia hats for a moment and think like marketers…

Let’s talk about the “Value” of your research
A VALUE PROPOSITION is the promised benefit to be delivered and represents the primary reason for your work.

What does your research offer the world?

What problem does your research solve?

In grant applications, your value proposition is the core driver for doing your research and highlights why your idea should be funded instead of another project.
## Classic Marketing Value Proposition Definition

<table>
<thead>
<tr>
<th>For a Product</th>
<th>For a Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A clear statement that explains how a product solves customers’ problems or</td>
<td>• A company can make many products, each will have its own value proposition</td>
</tr>
<tr>
<td>improves their situation and tells the <strong>ideal customer</strong> why they should buy</td>
<td>• The strongest brands have an overarching value proposition that organizes</td>
</tr>
<tr>
<td>from you and not from the competition</td>
<td>all of their business activities</td>
</tr>
<tr>
<td>• It is the “Fix” section of a positioning statement</td>
<td></td>
</tr>
</tbody>
</table>

**Ideal Customer**: The specific group of customers to whom a product or service is targeted.
# Academic Value Proposition Definitions

<table>
<thead>
<tr>
<th>For a Researcher</th>
<th>For a Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A clear statement that explains how your work advances science and understanding in your area of expertise.</td>
<td>• While a researcher’s career will have an overarching value proposition, each project they tackle needs to demonstrate clearly</td>
</tr>
<tr>
<td>• Tells other scholars, potential grad students, funding bodies and partners why they should pay attention to your work</td>
<td>• why people should care about this work</td>
</tr>
<tr>
<td></td>
<td>• what gains can be achieved by doing the project</td>
</tr>
</tbody>
</table>
What is UofG’s Value Proposition

- Canada’s Food University
- Canada’s One Health Centre of Excellence
- Canada’s Veterinary Leader
- Canada’s Agriculture Epi-centre

Different positioning for different audiences
Fit = $

Why you?

What does the funder want to accomplish?
Formulating Value Propositions
“If you can’t explain it simply, you don’t understand it well enough.”

- Einstein
3 Pillars of Persuasive Communication

- **Logos**
  - Appeal to logic and reason

- **Pathos**
  - Appeal to emotion and values

- **Ethos**
  - Appeal to credibility and trust
Logos
Appeal to logic and reason

Ethos
Appeal to credibility and trust

Classic Academic Communication

Background Information

Supporting Details

Results

≠

High Impact Communications
Collaborative Communication

- **Pathos**: Appeal to emotion and values
- **Ethos**: Appeal to credibility and trust
- **Logos**: Appeal to logic and reason

**Why?**
**Shared Values & the Bottom Line**
**So What?**
**Supporting Details**
**Background Information**

Collaborative Communications = High Impact Communications

Background Information
Supporting Details
So What?
Shared Values & the Bottom Line
Why?
WHO is your audience?
WHY do they care?

CHALLENGES  QUESTIONS  MANDATE  CONTEXT
**Writing**

**Word choices**

– Avoid jargon
– Use short, simple words and phrases
– Use the active voice
– Don’t change verbs into nouns
– Avoid double negatives
– Avoid unnecessary preambles

**Organization**

– Begin with the most important message
– Use an order that makes sense to readers
– Use headers and other strategies
– Keep to one idea per sentence
– Short sentences and paragraphs
What is clear language?

Clear language is defined by results:

- Easy to read
- Easy to understand
- Easy to use

Clear language is an approach rather than a set of rules:

- Appropriate for the audience
- Simple, clear words and ideas
- Logical flow and clear design

RESEARCH INNOVATION
What is clear language NOT?

- ‘Dumbing down’ your message or over-simplifying
- Patronizing to your audience
- Removing necessary content
- Overly complex or obscure
- Not as easy as we think!
• Have you ever been the new person in a meeting?
• Started a new job?
• Talked to someone who works in a different area of work?
Literacy in Canada

• Literacy is the ability to **understand and use** printed information in daily activities, at home, at work and in the community— to achieve one’s goals, and to develop one’s knowledge and potential

• Level 1: Difficulty reading simple text
• Level 2: Limited reading skills
• Level 3: Minimum required literacy for life and work
• Levels 4/5: Higher-level integration, interpretation and synthesis skills
Avoid jargon

Jargon is unnecessarily complicated, technical language.

How can you avoid, simplify or explain jargon?

<table>
<thead>
<tr>
<th>Public</th>
<th>Word</th>
<th>Scientist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guess, hunch</td>
<td>Theory</td>
<td>Scientific understanding</td>
</tr>
<tr>
<td>Illicit tampering</td>
<td>Manipulation</td>
<td>Scientific data processing</td>
</tr>
<tr>
<td>Mistake</td>
<td>Error</td>
<td>Difference from true number</td>
</tr>
<tr>
<td>Improve</td>
<td>Enhance</td>
<td>Intensify</td>
</tr>
<tr>
<td>Spray can</td>
<td>Aerosol</td>
<td>Tiny atmospheric particle</td>
</tr>
</tbody>
</table>
Participants read assertions whose veracity was either affirmed or denied by the subsequent presentation of an assessment word.

The researcher investigated the phenotypic properties of the analogous poultry ovum.

Participants read sentences, each followed by the word *true* or *false*.

The researcher studied turkey and chicken eggs.
Use an active voice

In the passive voice, the subject of the sentence is acted upon by the verb.

The television was watched by Peter.
The letters were delivered by the courier.
New regulations were proposed.

In the active voice, the subject of the sentence performs the verb.

Peter watched the television.
The courier delivered the letters.
We proposed new regulations.
Don’t change verbs into nouns

Watch out for hidden verbs masquerading as nouns!

We are responsible for management of the program.

An analysis of the data was performed by the project team.

We manage the program.

The project team analyzed the data.
Avoid double negatives

He was not absent.
The procedure will not be ineffective.
It was never illegitimate.

He was present.
The procedure will be effective.
It was legitimate.
## Value Propositions Aim to Improve Life

<table>
<thead>
<tr>
<th>BEFORE</th>
<th>CONSUMERS HAVE</th>
<th>CONSUMERS FEEL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• A long walk or wait</td>
<td>• Irritated</td>
</tr>
<tr>
<td></td>
<td>• Unpleasant taxi experiences</td>
<td>• Insecure</td>
</tr>
<tr>
<td></td>
<td>• Unknown timing and cost</td>
<td>• Frustrated by public transit</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFTER</td>
<td>• Access to rides when you want them</td>
<td>• In control</td>
</tr>
<tr>
<td></td>
<td>• Clean cars and cordial drivers</td>
<td>• Secure and appreciated</td>
</tr>
<tr>
<td></td>
<td>• Schedule</td>
<td>• Confident about time and cost</td>
</tr>
</tbody>
</table>
## Value Propositions Aim to Improve Life

<table>
<thead>
<tr>
<th>Wireless Insulin Pumps</th>
<th>PATIENTS HAVE</th>
<th>PATIENTS FEEL</th>
</tr>
</thead>
</table>
| **BEFORE**             | • Inconsistent blood sugar  
• Need to carry testing kits, needles, vials  
• Scheduling issues  
• To leave meetings and gatherings to take *medicine* | • Worried  
• Irritable due to mood and energy swings  
• Pressured to remember gear and to keep a schedule  
• Singled out |
| **AFTER**              | • More consistent blood sugar levels  
• Mood and energy regulation  
• Less encumbered by having to carry supplies | • Energized and more productive  
• Free  
• Like everyone else |
Description

The purpose of this current funding opportunity is to strengthen the evidence base and expand cannabis research related to mental health, to build cannabis-related research capacity and/or to inform the development of future larger-scale research projects. Lived experience perspectives will be meaningfully included in all stages of research, including research design, execution, knowledge translation and dissemination, and evaluation.

This targeted investment in cannabis research will provide support for mental health research activities such as:

- Pilot projects or feasibility studies involving collection of preliminary data, observations or knowledge;
- Novel projects with the potential for significant impact, but that may be unsupported by proof of concept or preliminary data;
- New tools, methodologies, protocols, theoretical models or frameworks;
- Planning and/or development activities of expert teams (e.g., multi-disciplinary, trans-disciplinary, etc.) coming together to address health research priorities; and
- Secondary analyses to provide an opportunity for expert analyses of existing data sets, improve the evidence for decision-making and create new knowledge.

Applicants must integrate sex as a biological variable and gender as a social determinant of health, as appropriate, into their research to promote rigorous science that has the potential to expand our understanding of health determinants for all people. As such, applicants are required to indicate how they will account for sex (biological factor) and gender (socio-cultural factor) in the research design, methods, analysis and interpretation, and dissemination of findings. For more information and resources, please see the Sex and Gender Health Research.
### Example: Cannabis and Mental Health

**Research Hypothesis:** Cannabis is used by people with ADHD and Anxiety to Self Medicate we will develop a way for clinicians to identify this user group

<table>
<thead>
<tr>
<th></th>
<th>ADHD and Anxiety Sufferers HAVE</th>
<th>ADHD and Anxiety Sufferers FEEL</th>
</tr>
</thead>
</table>
| **BEFORE**     | • Unsatisfactory medication and therapy options  
                 • Symptoms that limit their ability to enjoy life and thrive | • Underserved and left out of the health care system |
| **AFTER**      | • More empathetic care  
                 • Better dialogue with their health care practitioners  
                 • More coping strategies and treatments | • Encouraged and hopeful  
                                                                           • Healthier and happier |
Let’s Practice!

<table>
<thead>
<tr>
<th>Research Hypothesis</th>
<th>HAVE</th>
<th>FEEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEFORE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFTER</td>
<td></td>
<td></td>
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</table>
**Why You?** Subject matter expert affiliated with a respected institution

**Pain Relievers:** New diagnostic tools and rubrics to use to identify non-recreational cannabis users

**Gain Creators:** literature reviews, interviews with mental health patients and associations, model creation and validation

**Gains:** New tools for clinicians to use to sort self medicators from recreational Cannabis users

**Pains:** ADHD and Anxiety Sufferers lack options for controlling their mental health problems

**What does the funder want?**
- New tools
- Pilot projects
- Expert insights
Framing Value Propositions
When writing a Value Proposition Statement

Identify:
- Which group or community cares about this problem
- What service your research will or may deliver
- How will you deliver it (briefly)
- Why **you** are delivering it
Top Tips for Framing Value Propositions

• Highlight the enormity of the problem you are tackling
• Tell the reviewer up front what your research hopes to accomplish or learn
• Distill the benefit down to one easy-to-comprehend, clear language sentence
• Establish credibility by sharing a description of the work you’ve done before that makes your team the perfect choice for solving this problem
Communicating Value Proposition to Others

TEMPLATE
For _________________ (group with the problem) who ________________ (statement of need or opportunity), our ________________ (research project description) is/will _______________ (category) that/will ___________________ (statement of benefit).

EXAMPLE
For doctors who struggle to identify patients who use cannabis to self medicate, our research on anxiety and ADHD will provide tools and insights that will help them to provide better care for their patients.
Practice Run!

For ______________________ (group with the problem) who ________________ (statement of need/opportunity), our ________________ (research project description) is/will _______________ (category) that/will ___________________ (statement of benefit).
Research Value
Proposition
Evaluation Checklist

- ✓ Short
- ✓ Specific
- ✓ Makes the reader or listener want to know more
- ✓ Written in accessible language
Beyond Value – Show Differentiation
Same-Same but Different
So, what is *The Secret Ingredient*?

Empathy!
Definition of Empathy: Empathy is the capacity to understand or feel what another person is experiencing from within their frame of reference, that is, the capacity to place oneself in another's position. Wikipedia
Take Aways:

• Communicating the value of your research is important!
• Should be able to communicate it in a short, succinct easy to understand statement
• There are tools to help! (Value proposition Canvas, VP chart, templates)
• Use plain language (could a child understand it?)
• Revisit this whenever you are applying to grants, presenting your research
• Always focus on what makes your research unique (differentiators)
• Does it invoke “empathy”? 
Appendix: About the Research Innovation Office
Advantage workshops provide research teams with the tools needed to maximize the impact of their work.

Advantage workshops are for researchers who want to:
- Win grants
- Develop long term collaborations
- Mobilize teams more easily
- Improve team dynamics
- Communicate effectively
Take Advantage…
Workshops to help amplify the impact of your research

- Innovation Toolkit
- Creating Persuasive Value Propositions
- Advanced Collaboration Techniques
- Knowledge Mobilization Strategy Toolkit
- Intellectual Property Essentials
Industry Liaison
Building partnerships with industry

Knowledge Mobilization
Getting new solutions into the hands of end users

Technology Transfer
Licensing technology for new products to industry

New Venture Creation
Connecting and enabling entrepreneurs

Research Impact
Contact us to amplify your impact.

- Develop a commercialization or knowledge mobilization strategy.
- Safeguard your intellectual property.
- Access mentorship and entrepreneurship training.
Let us help you expand your reach.

- Develop connections with industry, government and external organizations.
- Get advice on funding opportunities and partnership agreements.
- Expand the influence of your research.
Realize the full impact of your work.

- Access customized patent and licensing support.
- Start and scale a business based on your research.
- Secure funding to create market-ready products.
Our Evolving History of Support

30+ years
Technology Transfer Services

8+ years
Industry Liaison Support

1+ year
New Venture Creation & Knowledge Mobilization Support
Our Industry Liaison team make connections between University of Guelph faculty members and private sector companies for the benefit of both parties. They can help you:

- Form strategic partnerships with industry
- Navigate non-disclosure agreements, intellectual property ownership discussions and more
- Identify funding opportunities to defray research costs
- Review grants and grant applications
A Guide to Research Partnerships

with the University of Guelph

A guide to help businesses understand what constitutes a research partnership and what to expect when initiating a new project.
Technology Transfer

Our Technology Transfer specialists help faculty, staff and students to protect, manage and benefit from their intellectual property.

They can advise you on:

• Invention disclosure
• Patents
• Market plans to support licensing
• Negotiation support
• License agreements
The Knowledge Mobilization staff offer a suite of services that help U of G researchers build connections and exchange knowledge.

They can assist you with:

• Developing knowledge transfer plans for research grants and proposals

• Facilitating the exchange of knowledge with decision makers in government, industry and other organizations

• Translates technical terms and complex science into clear language products to increase the impact and uptake
The New Venture Creation unit can help bring product or service ideas developed by researchers to market.

They offer:

• Support to research teams at every step of commercialization

• Startup and entrepreneurship advice, consultation and mentorship

• Research Innovation Grants to de-risk and prototype technology

• The Accelerator Guelph program: an entrepreneurship and incubation program based on the award-winning Waterloo Accelerator Centre program
Dana McCauley  
Director, New Venture Creation  
Research Innovation Office  
519-842-4120 Ext. 53512  
dmccaul@uoguelph.ca  

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519-842-4120 Ext. 54100  
www.uoguelph.ca/research/innovation  

@CreatedAtGuelph  
#CreatedAtGuelph
How to craft an effective “problem statement”

Start with: What is the “Why” behind the work that you do?

This is the foundation of why you should be given this grant?
SSHRC Insight Workshops

Second Session – Budgets
June 2, 2021
1. Ensure robust but reasonable support for HQP – talk to graduate coordinator, colleagues

2. Ensure budget for HQP (salary, travel, etc.) aligns with proposal and best practices for training

3. Use SSHRC to recruit excellent HQP

4. Note in-kind support for HQP as appropriate
1. Ensure travel budget is modest and clearly aligned with objectives and methods

2. Conference travel – not in Year 1, and be reasonable

3. Discuss COVID contingency plans and also consider alternatives to travel
1. Ask for what you need to do the work - not more, not less

2. Be as specific as possible – tie to institutional policies, quotations, past experience, and most of all – proposal details

3. Consult resources provided by your CRM, compare with colleagues