

Welcome

# SSHRC IG/IDG Workshop Series 2021



IMPROVE LIFE.





# 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



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INNOVATION

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Enable Impact

Develop Partnerships

Realize Benefit



## Research Innovation Service Pillars

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# Communicating the *VALUE* of your Research

Presented by Amy Skeoch and Elizabeth Shantz

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[uoguelph.ca/research/innovation](https://uoguelph.ca/research/innovation)

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# 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!

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“A grant is about convincing a jury that your ideas are worthy and exciting - Leslie Rissler, programme director, NSF

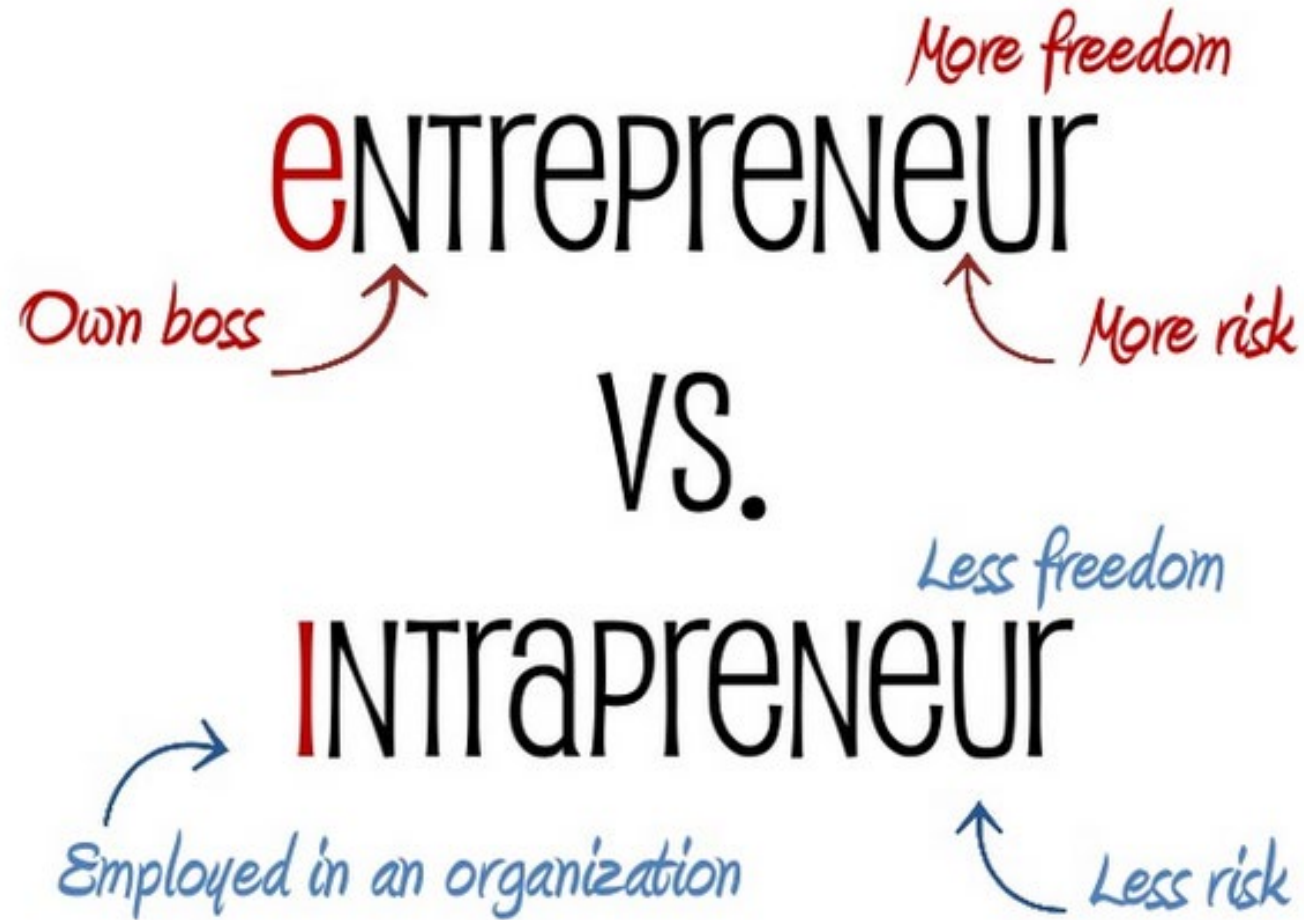
***Communicate your research to maximize your chances of winning the competition of grant proposals.***

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Entrepreneurship principles can be beneficially applied to many work places



**Let's take off our  
academia hats for a  
moment and think like  
marketers...**

**Let's talk about  
the "Value" of  
your research**

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# What is a Value Proposition?

What does your research offer the world?

A **VALUE PROPOSITION** is the promised *benefit* to be delivered and represents the *primary reason* for your work

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

For a Product	For a Brand
<ul style="list-style-type: none"><li>• A clear statement that explains how a product solves customers' problems or improves their situation and tells the <b><u>ideal customer</u></b> why they should buy from you and not from the competition</li><li>• It is the “Fix” section of a positioning statement</li></ul>	<ul style="list-style-type: none"><li>• A company can make many products, each will have its own value proposition</li><li>• The strongest brands have an overarching value proposition that organizes all of their business activities</li></ul>

# Academic Value Proposition Definitions

For a Researcher	For a Project
<ul style="list-style-type: none"><li>• A <u>clear statement</u> that explains how your work advances science and understanding in your area of expertise.</li><li>• Tells other scholars, potential grad students, funding bodies and partners why they should pay attention to your work</li></ul>	<ul style="list-style-type: none"><li>• While a researcher's career will have an overarching value proposition, each project they tackle needs to demonstrate clearly<ul style="list-style-type: none"><li>• why people should care about this work</li><li>• what gains can be achieved by doing the project</li></ul></li></ul>

# What is UofG's Value Proposition

Different  
positioning for  
different  
audiences

Canada's Food  
University

Canada's One Health  
Centre of Excellence

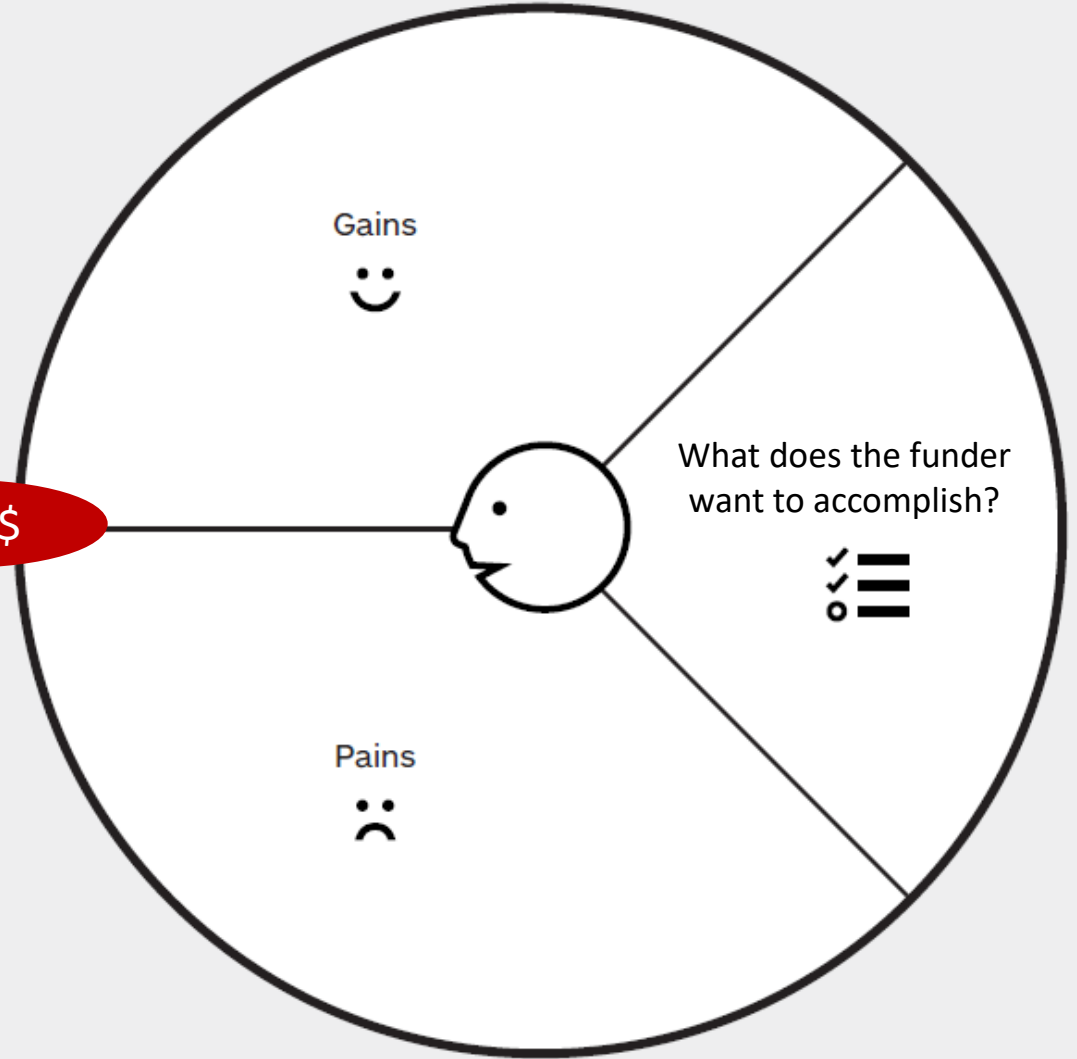
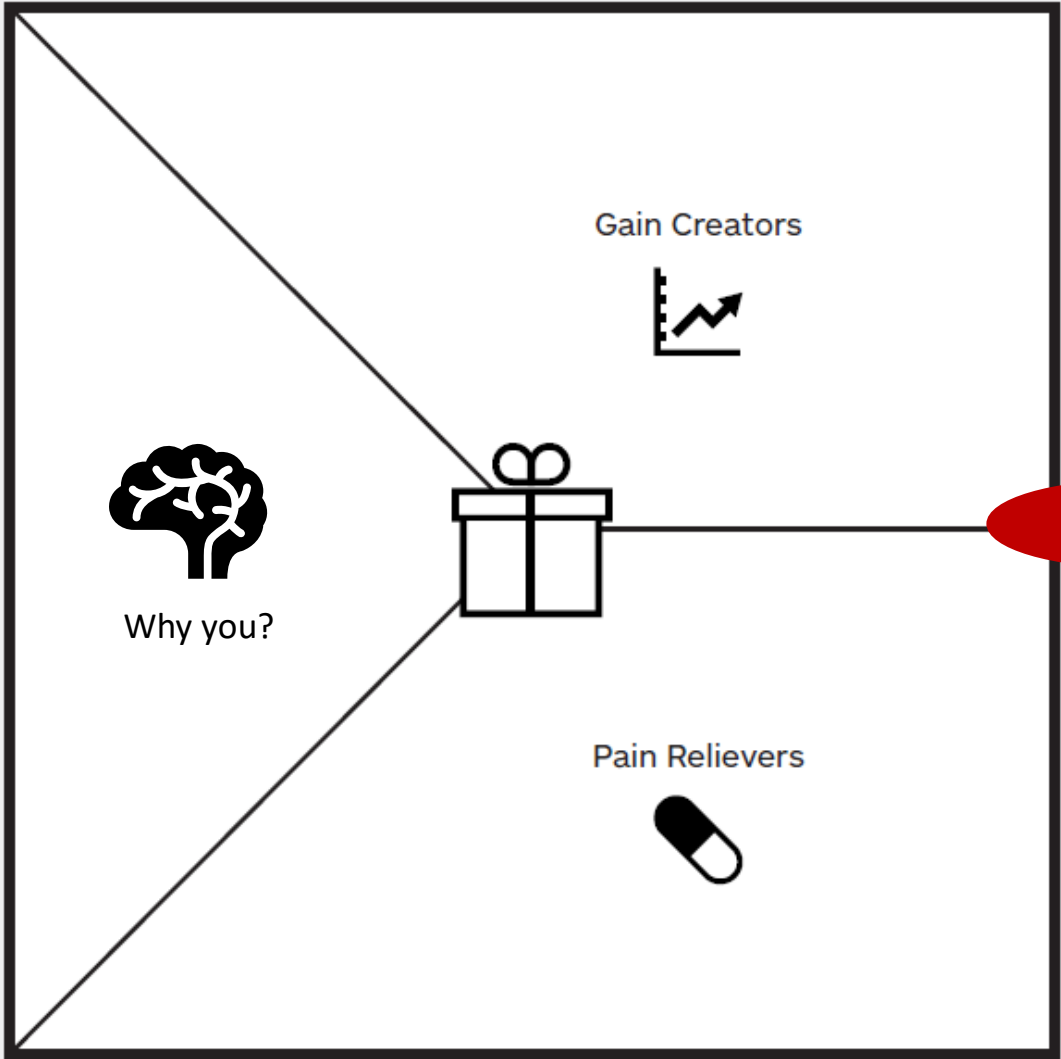
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Canada's Veterinary  
Leader

Canada's Agriculture  
Epi-centre

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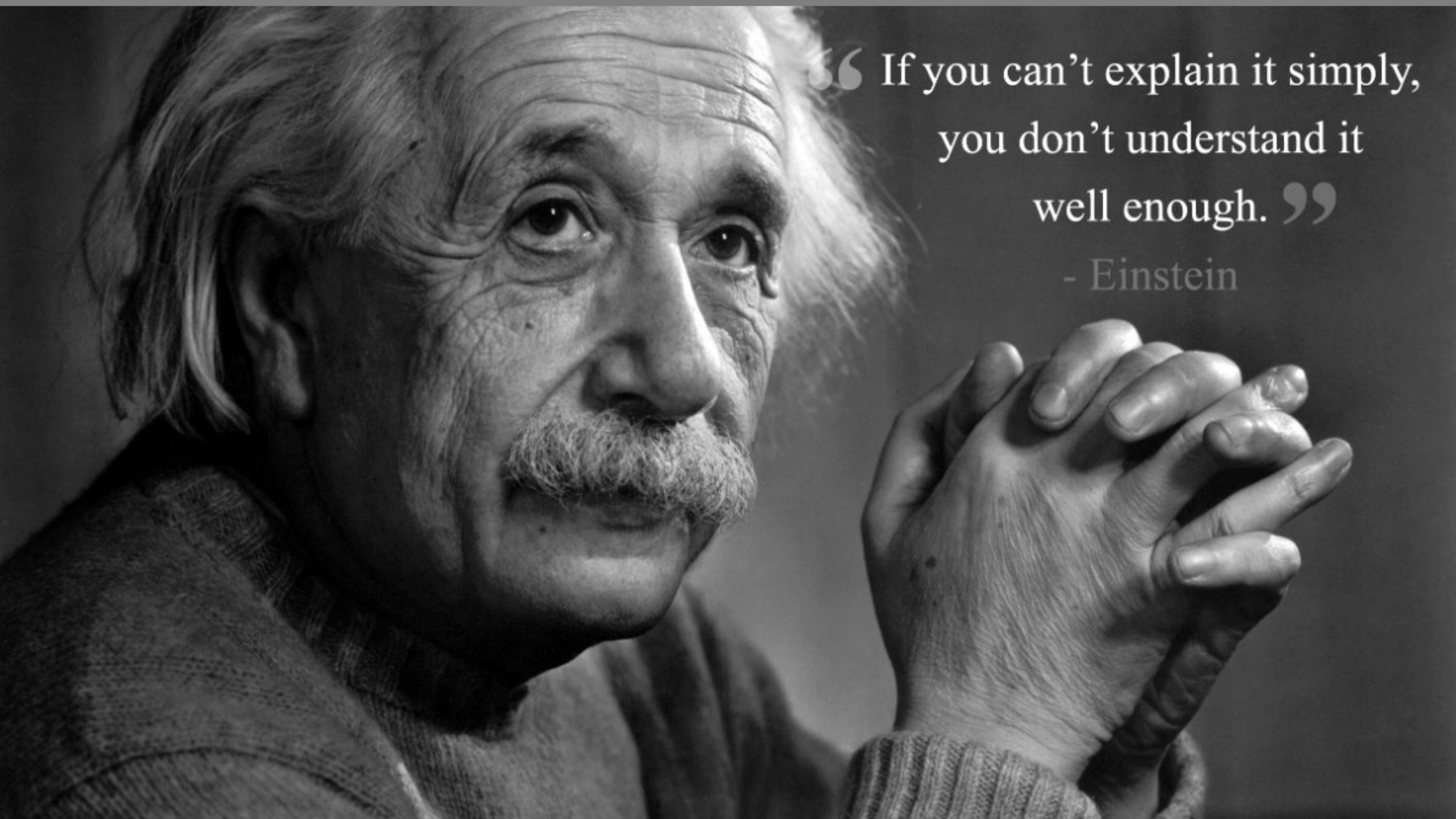


# Formulating Value Propositions

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“ 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

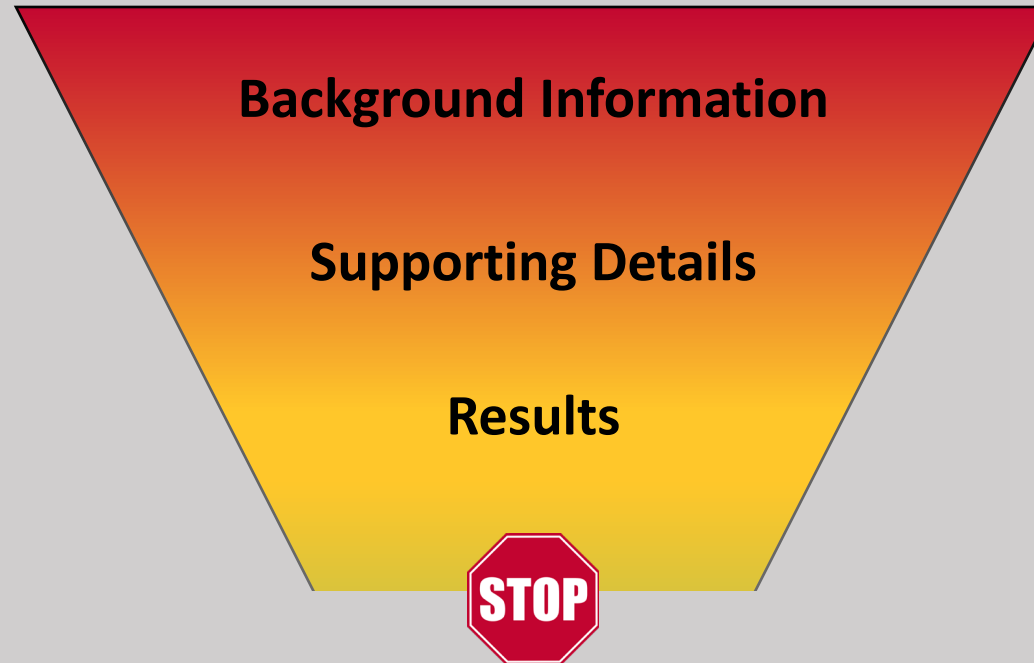
# Classic Academic Communication

## Logos

Appeal to logic and reason

## Ethos

Appeal to credibility and trust



Classic Academic  
Communications

≠

High Impact  
Communications

# Collaborative Communication

## Pathos

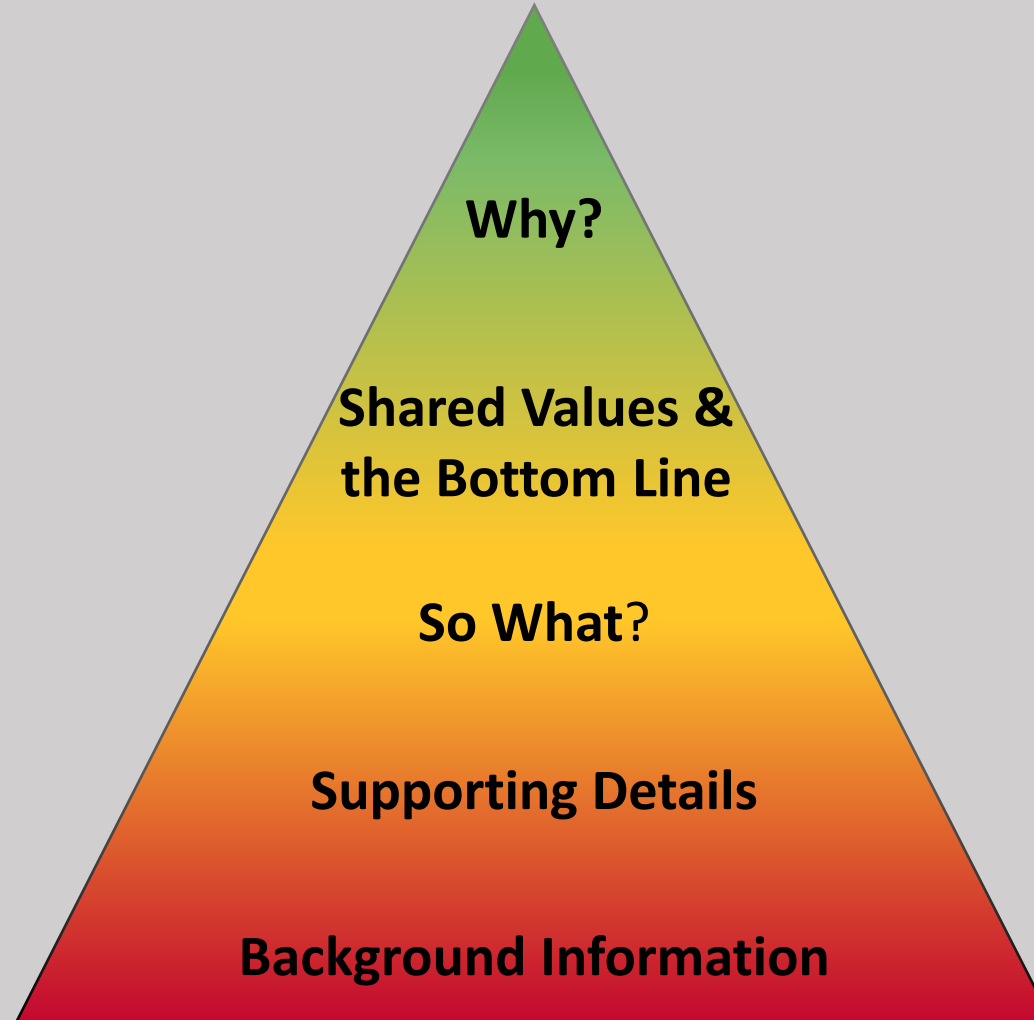
Appeal to emotion and values

## Ethos

Appeal to credibility and trust

## Logos

Appeal to logic and reason



**Collaborative  
Communications**

**=**

**High Impact  
Communications**

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# 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



# 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!

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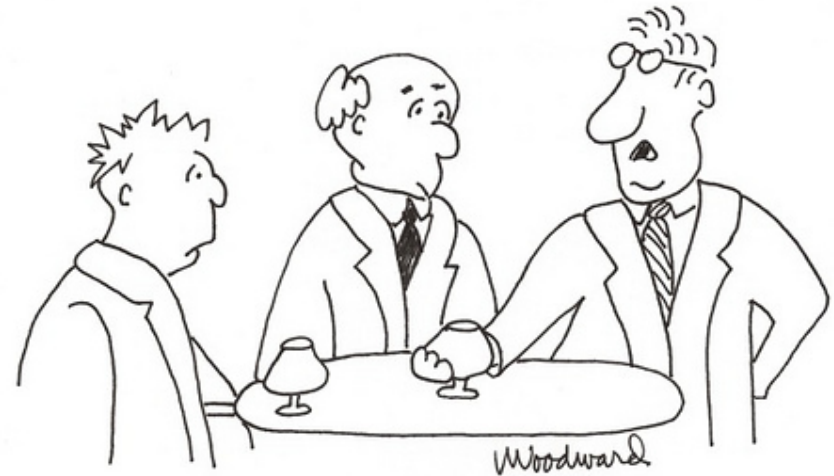


*“The CEO KO’d our LOI with his MOU, and the SLA was BS for managing PNL, and the FDD was DOA, and now I’m on a PIP but next week I’m on ETO so WTF.”*

- 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?




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*"The CEO KO'd our LOI with his MOU, and the SLA was BS for managing PNL, and the FDD was DOA, and now I'm on a PIP but next week I'm on ETO so WTF."*

# 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.

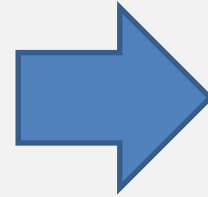
How can you avoid, simplify or explain jargon?

Public	Word	Scientist
Guess, hunch	Theory	Scientific understanding
Illicit tampering	Manipulation	Scientific data processing
Mistake	Error	Difference from true number
Improve	Enhance	Intensify
Spray can	Aerosol	Tiny atmospheric particle

# Avoid jargon

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.

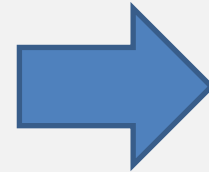
The **courier** **delivered** the letters.

**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.



We manage the program.

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

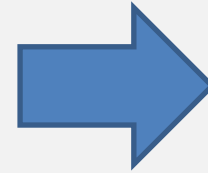
The project team analyzed  
the data.

# Avoid double negatives

He was not absent.

He was present.

The procedure will not be ineffective.



The procedure will be effective.

It was never illegitimate.

It was legitimate.



# Value Propositions Aim to Improve Life



U B E R

	CONSUMERS HAVE	CONSUMERS FEEL
BEFORE	<ul style="list-style-type: none"><li>• A long walk or wait</li><li>• Unpleasant taxi experiences</li><li>• Unknown timing and cost</li></ul>	<ul style="list-style-type: none"><li>• Irritated</li><li>• Insecure</li><li>• Frustrated by public transit</li></ul>
AFTER	<ul style="list-style-type: none"><li>• Access to rides when you want them</li><li>• Clean cars and cordial drivers</li><li>• Schedule</li></ul>	<ul style="list-style-type: none"><li>• In control</li><li>• Secure and appreciated</li><li>• Confident about time and cost</li></ul>

# Value Propositions Aim to Improve Life



Wireless Insulin Pumps

	PATIENTS HAVE	PATIENTS FEEL
<b>BEFORE</b>	<ul style="list-style-type: none"> <li>• Inconsistent blood sugar</li> <li>• Need to carry testing kits, needles, vials</li> <li>• Scheduling issues</li> <li>• To leave meetings and gatherings to take <i>medicine</i></li> </ul>	<ul style="list-style-type: none"> <li>• Worried</li> <li>• Irritable due to mood and energy swings</li> <li>• Pressured to remember gear and to keep a schedule</li> <li>• Singled out</li> </ul>
<b>AFTER</b>	<ul style="list-style-type: none"> <li>• More consistent blood sugar levels</li> <li>• Mood and energy regulation</li> <li>• Less encumbered by having to carry supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Energized and more productive</li> <li>• Free</li> <li>• Like everyone else</li> </ul>

# CIHR - Catalyst Grant: Cannabis and Mental Health

[View](#)[Edit](#)[Revisions](#)

## Updated Information

### Updated deadlines:

External: Registration - Thursday, July 2, 2020 8:00 pm

Internal: Application - Thursday, July 23, 2020 11:59 pm

External: Application - Thursday, July 30, 2020 8:00 pm

## Sponsor

The Canadian Institutes of Health Research (CIHR), under the [Integrated Cannabis Research Strategy](#) the Mental Health Commission of Canada (MHCC), the Canadian Consortium for Early Intervention in Psychosis (CCEIP), Schizophrenia Society of Canada Foundation (SSCF), and Veterans Affairs Canada (VAC)

## For More Information

For additional information, please visit the [program's websites](#) for

- Program guidelines
- Application forms
- Evaluation criteria

## 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<sup>2</sup> 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 aiming to generate 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, Gender and Health Research](#)

# Example: Cannabis and Mental Health

<p><b>Research Hypothesis:</b> Cannabis is used by people with ADHD and Anxiety to Self Medicate we will develop a way for clinicians to identify this user group</p>	<p><b>ADHD and Anxiety Sufferers HAVE</b></p>	<p><b>ADHD and Anxiety Sufferers FEEL</b></p>
<p><b>BEFORE</b></p>	<ul style="list-style-type: none"> <li>• Unsatisfactory medication and therapy options</li> <li>• Symptoms that limit their ability to enjoy life and thrive</li> </ul>	<ul style="list-style-type: none"> <li>• Underserved and left out of the health care system</li> </ul>
<p><b>AFTER</b></p>	<ul style="list-style-type: none"> <li>• More empathetic care</li> <li>• Better dialogue with their health care practitioners</li> <li>• More coping strategies and treatments</li> </ul>	<ul style="list-style-type: none"> <li>• Encouraged and hopeful</li> <li>• Healthier and happier</li> </ul>



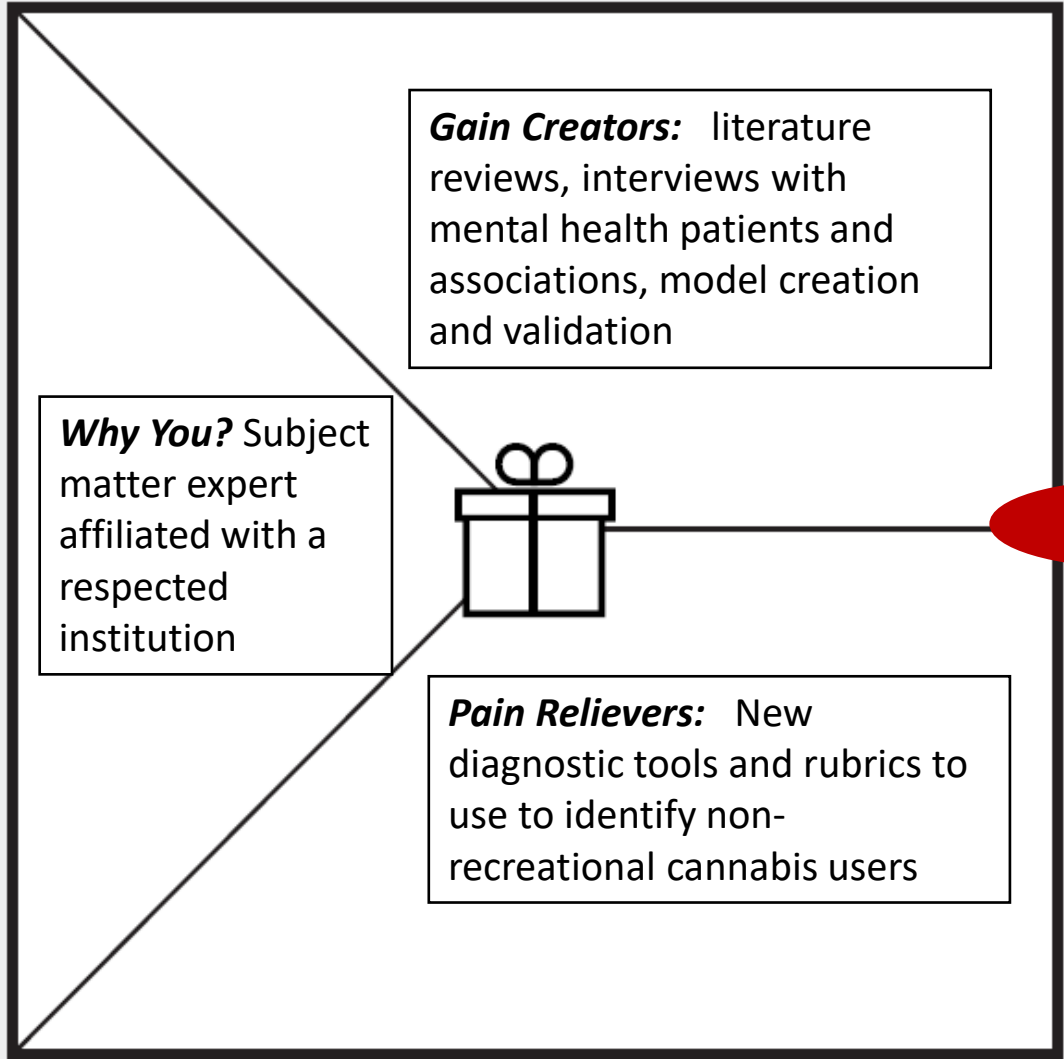
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# Let's Practice!

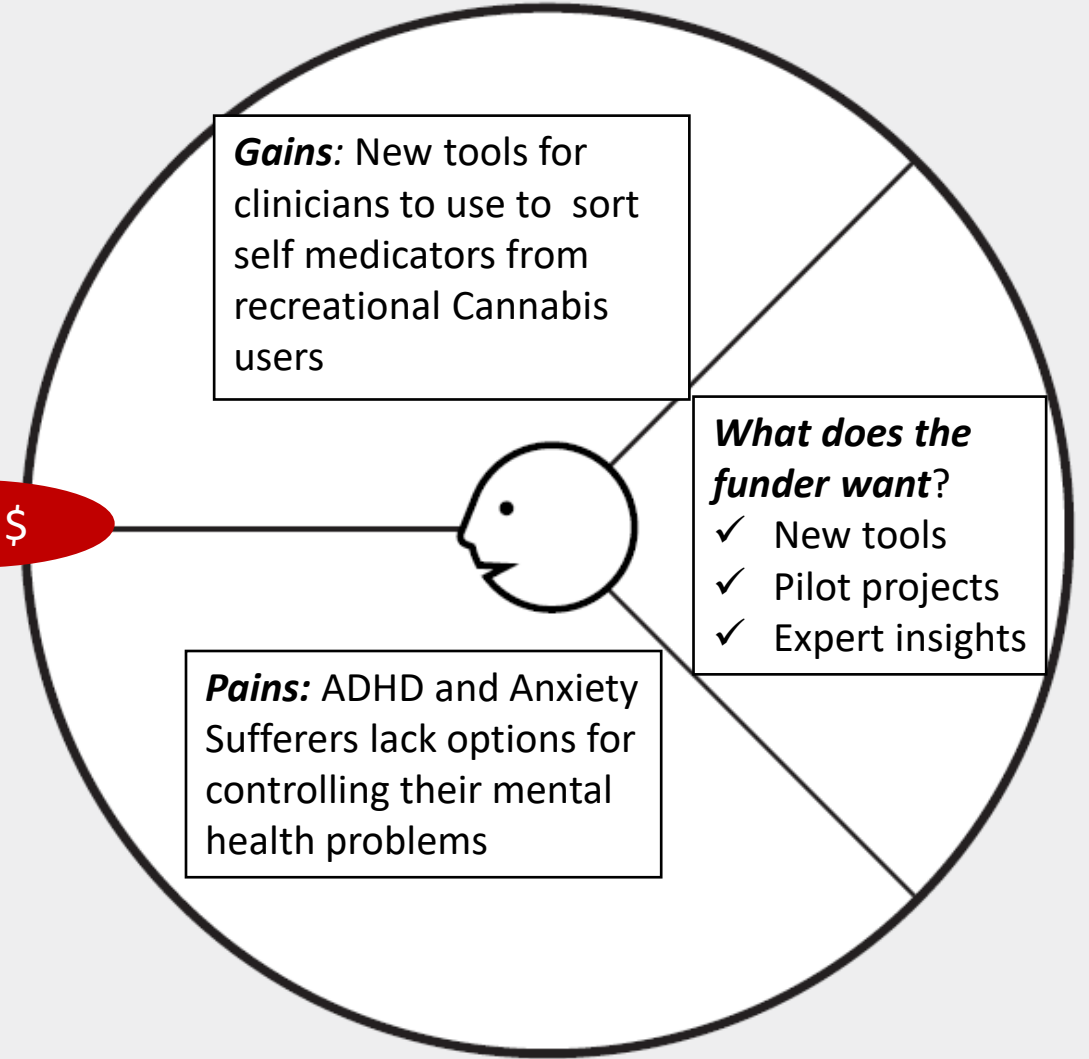
Research Hypothesis	HAVE	FEEL
BEFORE		
AFTER		



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Fit = \$



# Framing Value Propositions

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# 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

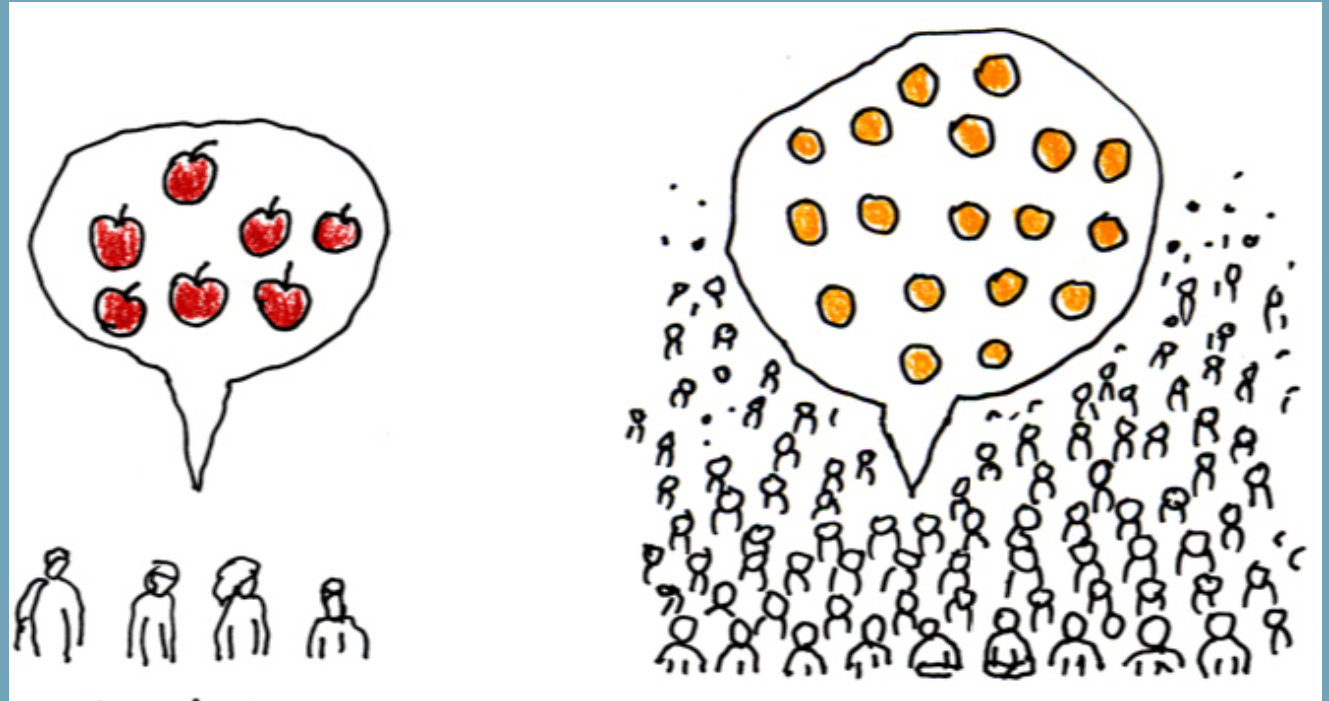
For doctors who struggle to identify patients who use cannabis to self medicate, our research on anxiety and ADHD will provide tools and insights that will help them to provide better care for their patients

# 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

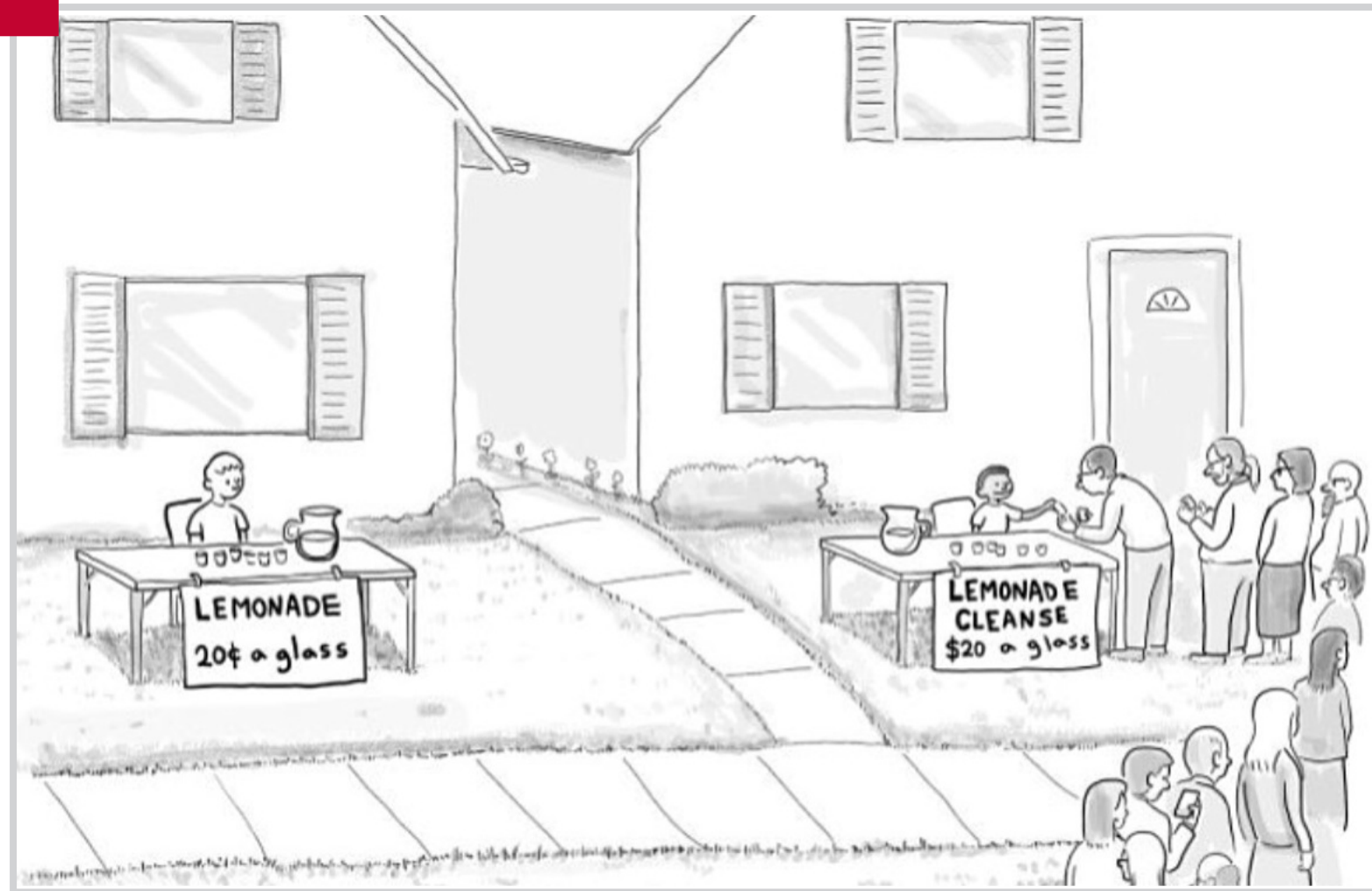


# Beyond Value – Show Differentiation

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# Same-Same but Different



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So, what is *The Secret Ingredient*?

**Empathy!**

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**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”?



Create



Collaborate



Commercialize

## Appendix: About the Research Innovation Office

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# **Advantage Workshops: Amplify Your Impact**

**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...

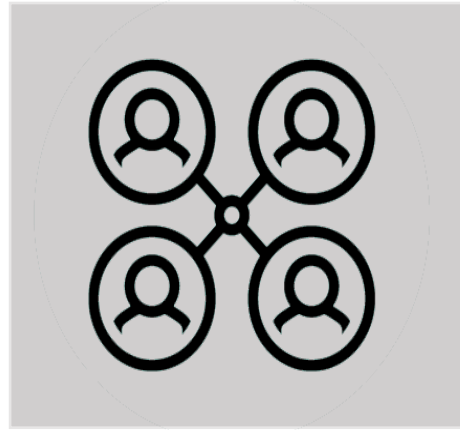
Workshops to help amplify the impact of your research



**Innovation  
Toolkit**



**Creating  
Persuasive Value  
Propositions**



**Advanced  
Collaboration  
Techniques**



**Knowledge  
Mobilization  
Strategy Toolkit**



**Intellectual  
Property  
Essentials**



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**Industry Liaison**  
Building partnerships  
with industry

**Knowledge Mobilization**  
Getting new solutions into  
the hands of end users



# Research Impact



**Technology Transfer**  
Licensing technology for  
new products to industry

**New Venture Creation**  
Connecting and enabling  
entrepreneurs





## Contact us to amplify your impact.

- Develop a commercialization or knowledge mobilization strategy.
- Safeguard your intellectual property.
- Access mentorship and entrepreneurship training.



**Collaborate**

## 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



# Industry Liaison



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.

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# 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

# Knowledge Mobilization



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

# New Venture Creation



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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



Contact Us  
Anytime!

Dana McCauley  
Director, New Venture Creation  
Research Innovation Office  
519-842-4120 Ext. 53512  
[dmccaul@uoguelph.ca](mailto:dmccaul@uoguelph.ca)

Research Innovation Office  
University of Guelph  
Building 92, 50 Stone Road  
Guelph, ON N1G2W1  
519-842-4120 Ext. 54100  
[www.uoguelph.ca/research/innovation](http://www.uoguelph.ca/research/innovation)

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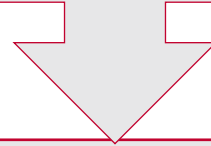


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# How to craft an effective “problem statement”

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**

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COLLEGE of SOCIAL AND  
APPLIED HUMAN SCIENCES

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



## JUSTIFICATION

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