**University of Nottingham:**
Policy academy programme

**Webinar 4: From research findings to recommendations**

1. **10 things to know about how to influence policy with research**
   ODI, 2016
   This short guide distils ten essential things you need to know if you are trying to influence policy.

2. **Being nice about an ugly baby… three tips for presenting research to governments**
   University of British Columbia, 2013
   This blog looks at how best to present recommendations to decision-makers or indeed anyone you are trying to persuade.

3. **How to write actionable policy recommendations**
   Research to Action, 2013
   This blog outlines some key tips for developing strong policy recommendations.
   [https://www.researchtoaction.org/2013/07/how-to-write-actionable-policy-recommendations/](https://www.researchtoaction.org/2013/07/how-to-write-actionable-policy-recommendations/)

4. **Making research evidence matter**
   Open Society Foundations, 2012
   This guide looks more broadly at how to get research and evidence into policy. Chapters 4, 5, 6 are particularly useful following the webinar session. They also expand more on the idea of understanding your leverage.

5. **An essential guide to writing policy briefs**
   International Centre for Policy Advice, 2017
   This guide explores how to write policy briefs from start to finish and is a must read for anyone writing a policy brief.

6. **The little big thing**
   Well Told Story, 2016
   Sometimes we forget about the little thing, that makes the big thing happen.
7. **Don’t forget to **ASK  
*Well Told Story, 2016*

We must continue to set our objectives, and analyse and segment our audiences before planning our messaging but unless we **ASKn**, we won’t get. New York’s Metropolitan Transportation Authority **ASKed** their customers to behave better and just a year later, they have an urban railway system that is a pleasure to use. They asked for better behaviour and the whole of New York City has benefited.


8. **Once more, with feeling? Emotional communication in think tanks**  
*WonkComms, 2013*

The most effective communication is the one that work on both a rational and an emotional level. The one that engage both your heart and your mind. But in our think tanks, we sometimes downplay our emotional propositions in order to prove how rational we are.

[https://wonkcomms.net/2013/06/26/emotional-communication/](https://wonkcomms.net/2013/06/26/emotional-communication/)

9. **RAPID Outcome Mapping Approach (ROMA)**  
*ODI, 2014*

This approach was developed by the Research and Policy in Development (RAPID) team at ODI to help researchers and others trying to develop a policy engagement strategy. There is a section on policy objectives, which also explains the tool—Force Field Analysis.

[https://www.odi.org/features/roma/home](https://www.odi.org/features/roma/home)