



www.onthinktanks.org

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.

<https://www.odi.org/publications/10671-10-things-know-about-how-influence-policy-research>

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.

<https://kirstyevidence.wordpress.com/2015/08/27/guest-post-louise-shaxson-on-advising-governments-and-ugly-babies/>

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/>

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.

<http://advocacyguide.icpolicyadvocacy.org/>

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.

http://www.icpolicyadvocacy.org/sites/icpa/files/downloads/icpa_policy_briefs_essential_guide.pdf

6. The little big thing

Well Told Story, 2016

Sometimes we forget about the little thing, that makes the big thing happen.

<http://www.welltoldstory.com/consulting-story-the-little-big-thing/>

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 ASK, 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.

<http://www.welltoldstory.com/consulting-story-dont-forget-to-ask/>

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/>

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>