

Writing an impactful thesis

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Morse

Science for a resilient, responsible and sustainable future



Writing an impactful thesis



an impactful
thesis topic



planning
for impact



create impact
as you go



impact through
interaction

An impactful thesis topic

Who cares?

- your thesis supervisor?
- other researchers?
- a potential future employer?
- (social) media?
- politicians?
- interest groups?
- you?

Who can benefit from answering your research question?



An impactful thesis topic

My example

- individuals & audit teams
- audit clients
- oversight body AFM
- fellow learning researchers
- my students and PhD candidates

Knowing your stakeholders gives you motivation, purpose, and focus



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Planning for impact

Where to find information on your topic's impact?

- your own experiences
- your network
- documentaries, podcasts, blogs, books...
- business review journals/company reports
- other researchers/studies
- ...

What can you discover in these sources?



Planning for impact

How do you ensure your results are valuable?

- theory: embed/define in existing research
- validity: capture what you intend to capture
- reliability: measure consistently
- ethics: consider your stakeholders
- security: protect your data



Planning for impact

Communicating impact in your introduction

What is the main problem, who cares, what is your goal - examples

What we already know – starting point in theory & practice

What is currently missing and why does it matter

How do you address this problem and why, RQ



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Create impact as you go

Tips & tricks for ongoing focus on impact

- link your findings to your own experiences
- discuss your findings' relevance for your stakeholders
- share your (tentative) results with your network
- invite discussions on your results

What are other ideas for focusing on impact?



Create impact as you go

Questions to ask when framing your results

- which elements of my findings can be acted on?
- who can affect these elements?
- what should they do specifically?

- what are likely barriers to their actions?
- what are limitations of your approach?
- what can you not speak to based on your thesis?



Create impact as you go

Communicating impact in your discussion section

Why/to whom does your RQ matter?

How do your findings contribute to existing research?

What are limitations, what have you learned, next questions?

Which findings can be acted on, by whom, and what should they do?



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Impact through interaction

How can you share your thesis findings?

One-sides sharing

Executive summaries, video summary, infographics, (social) media posts, podcasts, publishing an article...

Co-creating together

Informal chats, brainstorming sessions, discussions, networking, entrepreneurship, presentations...



Impact through interaction

My experiences

Impact as we go along

- Developing questions and approaches together
- Reflecting together over time

Sharing research findings with stakeholders

- do not judge, connect to interests
- share your findings factually and with empathy
- listen and be curious



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Take aways

Everyone can have impact with their thesis

TIP or no TIP, fundamental vs. applied, quantitative or qualitative, ...

Fostering impact is an ongoing effort

From thesis topic to sharing findings, you can start anytime

Impact is a team sport

Share, discuss, frame, and explore with your stakeholders

Impact is work

Ask for help, get inspired, learn from examples

How can I help you?

Thank you for your attention!

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