

Writing Research Grant Applications

Andrew Derrington
Parker Derrington Ltd

Programme

Things you Need to Know

- Where to get a handout
- Are you ready to start?
- Why You Need a Magic Formula
- The Magic Formula
- Sub-projects
- Aims and Objectives
- Application-Writing Strategy
- Writing Guidelines
- Recipe to Create the Magic Formula
- How the structure works

Exercises

- **Promise** Sentence Exercise
- **Implementation** Sentences
- **Problem** Sentences
- Write the **Project & Next** Sentences
- Write the Global Sales Pitch
- Review Exercise
- Examples

Are you Ready to Start ***

Do you have a fundable project?

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.
- What is the evidence that your project is of interest to your chosen funder?

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.
- What is the evidence that your project is of interest to your chosen funder?
- What have you done that would convince a sceptic that you can do the project?

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.
- What is the evidence that your project is of interest to your chosen funder?
- What have you done that would convince a sceptic that you can do the project?

If impact is part of the funding criteria:-

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.
- What is the evidence that your project is of interest to your chosen funder?
- What have you done that would convince a sceptic that you can do the project?

If impact is part of the funding criteria:-

- Who will benefit most from your research?

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.
- What is the evidence that your project is of interest to your chosen funder?
- What have you done that would convince a sceptic that you can do the project?

If impact is part of the funding criteria:-

- Who will benefit most from your research?
- How will they benefit?
 - What will you do to ensure that they benefit?
 - What is their involvement in the development of the project?

Are you Ready to Start ***

Do you have a fundable project?

- Break your project into three implementation sub-projects.
 - May be easier to assemble them from smaller parts
- Define the important problem that is solved by each sub-project.
- What does your project promise to achieve?
 - State the overall promise in terms intelligible outside your research discipline.
 - Often this is something you will contribute to, rather than achieve completely.
- What is the evidence that your project is of interest to your chosen funder?
- What have you done that would convince a sceptic that you can do the project?

If impact is part of the funding criteria:-

- Who will benefit most from your research?
- How will they benefit?
 - What will you do to ensure that they benefit?
 - What is their involvement in the development of the project?

Your application will need to answer all these questions.

Strategy ***

Your strategy must accommodate rejection

Strategy ***

Your strategy must accommodate rejection

Minimise the pain: write 5 or 6 applications

- Never get down to your last rejection.
- If you get 6 rejections, it's time to develop a new set of ideas.

Strategy ***

Your strategy must accommodate rejection

Minimise the pain: write 5 or 6 applications

- Never get down to your last rejection.
- If you get 6 rejections, it's time to develop a new set of ideas.

How to turn a small number of ideas into a large number of grant applications

- Different Outcomes? (Derrington method)
- Different Datasets? (Dr Pig method)
- Different collaborators/consortia/industrial partners
 - Your central skill contributes to different questions.
 - Check collaborators before you commit
- Different Approaches to Answer the same Question?
- Different Combinations of Sub-Projects

Should I use a successful application as an example to copy? ***

- Most successful applications are very badly written
 - Especially those from senior academics.

Should I use a successful application as an example to copy? ***

- Most successful applications are very badly written
 - Especially those from senior academics.

Before you follow an example, test it:- find one-line answers to the following questions:-

1. What is the overall aim of the project?
2. What makes the project important?
3. What are the overall research methods?
4. State the 3 or 4 main problems the project needs to solve
 - a Why is each one important?
 - b How will the project solve the problem?
5. What will happen after the project is done?

Should I use a successful application as an example to copy? ***

- Most successful applications are very badly written
 - Especially those from senior academics.

Before you follow an example, test it:- find one-line answers to the following questions:-

1. What is the overall aim of the project?
 2. What makes the project important?
 3. What are the overall research methods?
 4. State the 3 or 4 main problems the project needs to solve
 - a Why is each one important?
 - b How will the project solve the problem?
 5. What will happen after the project is done?
- If finding and writing down those answers takes more than 10 minutes, the answer is "No".

Writing Guidelines ***

- Assert, then justify: make a statement, then explain it
 - Key sentence at the start of every section
 - Start every paragraph with the 'Topic Sentence'

Writing Guidelines ***

- Assert, then justify: make a statement, then explain it
 - Key sentence at the start of every section
 - Start every paragraph with the 'Topic Sentence'
- No Synonyms: pick the best term and use it repeatedly.
- Create tag phrases
- No Homonyms: ambiguity is your enemy.
- Short paragraphs (~6 paras per page)
- Short Sentences (easier if you avoid adverbs, adjectives and nominalisations)
 - And know when to use the passive (e.g. "Rules were made to be broken.")
- Use Headings and Sub-Headings
 - Re-use phrases from the key sentences
- Use similar structures for sentences with similar function.
- Avoid value claims (state evidence instead)
- Bullet lists good, lists inside paragraphs bad.
- NIUTEIISPOU is one of the seven deadly sins

Writing Guidelines ***

- Assert, then justify: make a statement, then explain it
 - Key sentence at the start of every section
 - Start every paragraph with the 'Topic Sentence'
- No Synonyms: pick the best term and use it repeatedly.
- Create tag phrases
- No Homonyms: ambiguity is your enemy.
- Short paragraphs (~6 paras per page)
- Short Sentences (easier if you avoid adverbs, adjectives and nominalisations)
 - And know when to use the passive (e.g. "Rules were made to be broken.")
- Use Headings and Sub-Headings
 - Re-use phrases from the key sentences
- Use similar structures for sentences with similar function.
- Avoid value claims (state evidence instead)
- Bullet lists good, lists inside paragraphs bad.
- NIUTEIISPOU is one of the seven deadly sins
- Useful Software (if you don't like the tools in MS Word)
 - The Writers' Diet
 - HemingwayApp also available as a text editor.

Nominalisations ^{*** **}

- A nominalisation is a noun phrase constructed from a verb,

Nominalisations *** **

- A nominalisation is a noun phrase constructed from a verb,
- which can be used with a general purpose verb to create a flabby, pompous, long-winded way of saying something simple.

Nominalisations ^{*** **}

- A nominalisation is a noun phrase constructed from a verb,
- which can be used with a general purpose verb to create a flabby, pompous, long-winded way of saying something simple.
- We will investigate X
 - We will carry out an investigation into X
- We will analyse
 - We will undertake an analysis of

Nominalisations *** **

- A nominalisation is a noun phrase constructed from a verb,
- which can be used with a general purpose verb to create a flabby, pompous, long-winded way of saying something simple.
- We will investigate X
 - We will carry out an investigation into X
- We will analyse
 - We will undertake an analysis of
- You can make it more pompous and long winded by using a few adjectives to describe the nominalisation:-
 - We will undertake a detailed, rigorous and searching analysis of ...

Implementation ***

Sub-projects

Break your project into components (sub-projects) to make it easier to explain.

- Sub-projects can be sequential
- Or parallel

Implementation ***

Sub-projects

Break your project into components (sub-projects) to make it easier to explain.

- Sub-projects can be sequential
- Or parallel

Each sub-project solves a problem

- Easier if you design the problems after the sub-projects

Implementation ***

Sub-projects

Break your project into components (sub-projects) to make it easier to explain.

- Sub-projects can be sequential
- Or parallel

Each sub-project solves a problem

- Easier if you design the problems after the sub-projects

Background explains the problems

- Background comes before project description
 - It defines the criteria for success - solving the problems
 - It convinces the reader that the project will be successful

Implementation ***

Sub-projects

Break your project into components (sub-projects) to make it easier to explain.

- Sub-projects can be sequential
- Or parallel

Each sub-project solves a problem

- Easier if you design the problems after the sub-projects

Background explains the problems

- Background comes before project description
 - It defines the criteria for success - solving the problems
 - It convinces the reader that the project will be successful
- 3 is the perfect number of sub-projects, but 4 is OK.

Implementation ***

Sub-projects

Break your project into components (sub-projects) to make it easier to explain.

- Sub-projects can be sequential
- Or parallel

Each sub-project solves a problem

- Easier if you design the problems after the sub-projects

Background explains the problems

- Background comes before project description
 - It defines the criteria for success - solving the problems
 - It convinces the reader that the project will be successful
- 3 is the perfect number of sub-projects, but 4 is OK.
- Don't create a hostage situation.
 - A sub-project that cannot be done unless a previous sub-project produces a result that it is not certain to produce.

AIMS & OBJECTIVES ***

AIMS & OBJECTIVES ***

- Nobody is sure what Aims & Objectives mean, so you can write anything that helps your case as your aims and objectives.
 - What would you write?

AIMS & OBJECTIVES ***

- Nobody is sure what Aims & Objectives mean, so you can write anything that helps your case as your aims and objectives.
 - What would you write?

Why wouldn't you just use the key sentences?

- Overall Aim
 - **Promise + Importance** sentences
- Specific Aims
 - 3 **Problem** sentences . . .
- Overall objective or intro to objectives
 - **Project** Sentence
- Specific Objectives
 - **Implementation sub-project** sentences
 - Maybe add the **Next** sentence as a final objective

AIMS & OBJECTIVES ***

- Nobody is sure what Aims & Objectives mean, so you can write anything that helps your case as your aims and objectives.
 - What would you write?

Why wouldn't you just use the key sentences?

- Overall Aim
 - **Promise + Importance** sentences
- Specific Aims
 - 3 **Problem** sentences . . .
- Overall objective or intro to objectives
 - **Project** Sentence
- Specific Objectives
 - **Implementation sub-project** sentences
 - Maybe add the **Next** sentence as a final objective

No Synonyms

- **Problems** = Aims = Research Questions = Hypothesis Tests
- Sub-projects = Work Packages = Objectives
- If the funder makes you use more than one term, tell the reader they mean the same thing.

Why you need a magic formula ***

The Case for Support must persuade the funder to fund your project.

1. What do funders want?
 - This tells you what information the Case for Support must include.
2. How do funders make decisions
 - This tells you the requirements for the Case for Support.
 - You need a magic formula to meet them.

Grant Funders have Four Questions about the Project ***

1. IS THE PROJECT IMPORTANT (to Them)?

Grant Funders have Four Questions about the Project ***

1. IS THE PROJECT IMPORTANT (to Them)?

- Direct Outcomes (discoveries)
- Indirect Outcomes (training, career development, mobility...)

2. WILL THE PROJECT BE SUCCESSFUL?

Grant Funders have Four Questions about the Project ***

1. IS THE PROJECT IMPORTANT (to Them)?

- Direct Outcomes (discoveries)
- Indirect Outcomes (training, career development, mobility...)

2. WILL THE PROJECT BE SUCCESSFUL?

- Will it produce the direct outcomes?
 - Will they be put to use?

3. ARE THE APPLICANTS COMPETENT?

Grant Funders have Four Questions about the Project ***

1. IS THE PROJECT IMPORTANT (to Them)?

- Direct Outcomes (discoveries)
- Indirect Outcomes (training, career development, mobility...)

2. WILL THE PROJECT BE SUCCESSFUL?

- Will it produce the direct outcomes?
 - Will they be put to use?

3. ARE THE APPLICANTS COMPETENT?

- Can they carry out the project?
 - Can their institution support it?

4. WOULD A GRANT BE WORTH THE COST for MONEY?

Grant Funders have Four Questions about the Project ***

1. IS THE PROJECT IMPORTANT (to Them)?

- Direct Outcomes (discoveries)
- Indirect Outcomes (training, career development, mobility...)

2. WILL THE PROJECT BE SUCCESSFUL?

- Will it produce the direct outcomes?
 - Will they be put to use?

3. ARE THE APPLICANTS COMPETENT?

- Can they carry out the project?
 - Can their institution support it?

4. WOULD A GRANT BE WORTH THE VALUE for MONEY?

- Are the resources requested Necessary, Sufficient, and Proportionate (for the project)

The Importance Proposition *** **

- How you convince the reader your project is important to the funder
- Content (Introduction & Background)
 - Literature review gives evidence for importance of direct outcomes
 - Evidence about indirect outcomes in details of project, institutions, & investigators

Organisation

- Global Sales Pitch: (Elevator Pitch) **“The Project is Important”**
- First two key sentences . . .
 - Make a convincing promise about what the project will deliver
 - Say what makes it important (to the funder).

The Success Proposition *** **

- How you convince the reader your project will be successful.
- Content: (background & description of project)
 - Will research activities deliver outcomes?
 - Impact and dissemination plans.

Organisation

- Background and description of project together create a detailed sales pitch

The Success Proposition *** **

- How you convince the reader your project will be successful.
- Content: (background & description of project)
 - Will research activities deliver outcomes?
 - Impact and dissemination plans.

Organisation

- Background and description of project together create a detailed sales pitch
- Background describes three important **problems** the project has to solve to deliver its promise
 - make solving the problems the criteria for success
 - problems can be expressed as RESEARCH QUESTIONS, AIMS or HYPOTHESES

The Success Proposition *** **

- How you convince the reader your project will be successful.
- Content: (background & description of project)
 - Will research activities deliver outcomes?
 - Impact and dissemination plans.

Organisation

- Background and description of project together create a detailed sales pitch
- Background describes three important **problems** the project has to solve to deliver its promise
 - make solving the problems the criteria for success
 - problems can be expressed as RESEARCH QUESTIONS, AIMS or HYPOTHESES
- **Implementation** (Methods/Research Plan)
 - Describe the research in each of 3 sub-projects
 - Make it clear that the sub-projects will solve the problems.
 - Sub-projects can be referred to as "OBJECTIVES" or "WORK PACKAGES".
- Always match the background to the research plan, even when they are entries on a form.

The Competence Proposition *** **

- How you convince the reader that you are competent
- Content: (background, description of the project, track record, cv, publication list)
 - Evidence that the team has the necessary skills in publications (quality and authorship).
 - Evidence that PI and institution can deliver the project in track record & facilities.

Organisation

- Mention of all relevant previous work and all relevant facilities, infrastructure and other support in:-
 - Track record and Environment section
 - CV
 - Background to case for support

The Value for Money Proposition *** **

- How you convince the reader your project is value for money
 - Especially important if your resource package is unusual
 - NEVER try to compete on price
- Content: (description of the project, justification of resources)
 - Evidence that the resources requested will be used
 - Evidence that the resources requested are the most appropriate of their kind and good value
 - Evidence that the institution is contributing

Organisation

- Mention resources (grant and institutional) in the description of how the research will be done
- Justify choices and costs in Justification of Resources section

Which question do you start with? *** **

- IMPORTANCE?
 - Pick an important question
 - Start the literature review
 -

That's how you write a zombie grant...



The Decision *** **

The Decision *** **

- Who decides?

The Decision *** **

- Who decides?
- Committee of successful researchers

The Decision *** **

- Who decides?
- Committee of successful researchers
- Not knowledgeable about your particular research area.
 - Probably not very interested

The Decision *** **

- Who decides?
- Committee of successful researchers
- Not knowledgeable about your particular research area.
 - Probably not very interested
- Too busy to read your grant carefully
 - Demanding jobs
 - Research groups

The Decision *** **

- Who decides?
- Committee of successful researchers
- Not knowledgeable about your particular research area.
 - Probably not very interested
- Too busy to read your grant carefully
 - Demanding jobs
 - Research groups
- May have 'user' representation
- Supported by secretariat

What information do the committee have? *** **

- Applications
 - Usually a set of 50-100 per meeting.
 - Arrive 3-6 weeks before meeting.
 - Everybody delays reading them as long as possible.

What information do the committee have? *** **

- Applications
 - Usually a set of 50-100 per meeting.
 - Arrive 3-6 weeks before meeting.
 - Everybody delays reading them as long as possible.
- Expert referees' reports
 - Written reports with evaluation and score.
 - Usually 2-5 per application
 - Usually arrive before the meeting but often after the applications
 - Often conflicting

What information do the committee have? *** **

- Applications
 - Usually a set of 50-100 per meeting.
 - Arrive 3-6 weeks before meeting.
 - Everybody delays reading them as long as possible.
- Expert referees' reports
 - Written reports with evaluation and score.
 - Usually 2-5 per application
 - Usually arrive before the meeting but often after the applications
 - Often conflicting
- Designated members' reports
 - Oral report by 2 or 3 members who have read the application.
 - Usually lasts < 5 minutes

The Decision: what is the process? *** **

- Designated members report on the proposal
 - Usually less than 5 minutes
 - Who, what, why, how, outcomes, strengths, weaknesses, summary of referees, how important and exciting, suggested score
 - One person may have to do this for 10 or more grants in a day.
 - Probably based on 30-60 minutes preparation.

The Decision: what is the process? *** **

- Designated members report on the proposal
 - Usually less than 5 minutes
 - Who, what, why, how, outcomes, strengths, weaknesses, summary of referees, how important and exciting, suggested score
 - One person may have to do this for 10 or more grants in a day.
 - Probably based on 30-60 minutes preparation.
- Discussion by all members of the committee.
 - Even though some of them may be reading it for the first time during the discussion.
 - They will probably have read the summary beforehand.

The Decision: what is the process? *** **

- Designated members report on the proposal
 - Usually less than 5 minutes
 - Who, what, why, how, outcomes, strengths, weaknesses, summary of referees, how important and exciting, suggested score
 - One person may have to do this for 10 or more grants in a day.
 - Probably based on 30-60 minutes preparation.
- Discussion by all members of the committee.
 - Even though some of them may be reading it for the first time during the discussion.
 - They will probably have read the summary beforehand.
- All members in the discussion can influence the score.
 - No matter how little they know.
 - And how little time they have spent reading your proposal.

Implications of the decision process *** **

Implications of the decision process *** **

Referees will analyse your case for support in detail but:-

- Most of the committee won't read it.
- The ones who do read it probably won't understand it.
- There will be about 100 other applications.

Implications of the decision process *** **

Referees will analyse your case for support in detail but:-

- Most of the committee won't read it.
- The ones who do read it probably won't understand it.
- There will be about 100 other applications.

This imposes certain requirements on the case for support.

Implications of the decision process *** **

Referees will analyse your case for support in detail but:-

- Most of the committee won't read it.
- The ones who do read it probably won't understand it.
- There will be about 100 other applications.

This imposes certain requirements on the case for support.

- The case for support must convince the reader
 - that the project is important, and
 - will be successful

Implications of the decision process *** **

Referees will analyse your case for support in detail but:-

- Most of the committee won't read it.
- The ones who do read it probably won't understand it.
- There will be about 100 other applications.

This imposes certain requirements on the case for support.

- The case for support must convince the reader
 - that the project is important, and
 - will be successful
- It must be easy:-
 - To analyse the case for support (Referee).
 - To know what's in it by skimming it (Committee Member).
 - Importance
 - Success
 - To grasp the big picture and remember the details (Designated Member).

Implications of the decision process *** **

Referees will analyse your case for support in detail but:-

- Most of the committee won't read it.
- The ones who do read it probably won't understand it.
- There will be about 100 other applications.

This imposes certain requirements on the case for support.

- The case for support must convince the reader
 - that the project is important, and
 - will be successful
- It must be easy:-
 - To analyse the case for support (Referee).
 - To know what's in it by skimming it (Committee Member).
 - Importance
 - Success
 - To grasp the big picture and remember the details (Designated Member).

Perhaps you need a Magic Formula

The Magic Formula *** **

Components

1. The Key Sentence Technique
 - Key Sentences
2. Layout
3. Tag Phrases
4. Repetition

The Key Sentence Technique *** **

The Key Sentence Technique *** **

- Create a skeleton of '*key sentences*' that state the main points.

The Key Sentence Technique ^{*** **}

- Create a skeleton of '*key sentences*' that state the main points.
- What does your project **P**romise?
- what makes that promise **I**important,
- what **P**roblems do you have to solve (there will be 3)
- introduction to your **P**roject in one sentence
- Implementation (3 sub-projects that solve the 3 problems)
- What happens **N**ext
- Here's how you write them

The Key Sentence Technique *** **

- Create a skeleton of '*key sentences*' that state the main points.
- What does your project **P**romise?
- what makes that promise **I**important,
- what **P**roblems do you have to solve (there will be 3)
- introduction to your **P**roject in one sentence
- Implementation (3 sub-projects that solve the 3 problems)
- What happens **N**ext
- Here's how you write them
- Use the key sentences as a framework for writing the Case for Support,
 - Each key sentence starts a section of the Case for Support
 - Rest of the section develops the point

The Key Sentence Technique *** **

- Create a skeleton of '*key sentences*' that state the main points.
- What does your project **P**romise?
- what makes that promise **I**important,
- what **P**roblems do you have to solve (there will be 3)
- introduction to your **P**roject in one sentence
- Implementation (3 sub-projects that solve the 3 problems)
- What happens **N**ext
- Here's how you write them
- Use the key sentences as a framework for writing the Case for Support,
 - Each key sentence starts a section of the Case for Support
 - Rest of the section develops the point
- Use the key sentences as the **S**ummary

The Key Sentence Technique *** **

- Create a skeleton of '*key sentences*' that state the main points.
- What does your project **P**romise?
- what makes that promise **I**important,
- what **P**roblems do you have to solve (there will be 3)
- introduction to your **P**roject in one sentence
- Implementation (3 sub-projects that solve the 3 problems)
- What happens **N**ext
- Here's how you write them
- Use the key sentences as a framework for writing the Case for Support,
 - Each key sentence starts a section of the Case for Support
 - Rest of the section develops the point
- Use the key sentences as the **S**ummary
- and as the **I**ntroduction.

The Key Sentence Technique *** **

- Create a skeleton of '*key sentences*' that state the main points.
- What does your project **P**romise?
- what makes that promise **I**important,
- what **P**roblems do you have to solve (there will be 3)
- introduction to your **P**roject in one sentence
- Implementation (3 sub-projects that solve the 3 problems)
- What happens **N**ext
- Here's how you write them
- Use the key sentences as a framework for writing the Case for Support,
 - Each key sentence starts a section of the Case for Support
 - Rest of the section develops the point
- Use the key sentences as the **S**ummary
- and as the **I**ntroduction.
- Every Reader gets the same picture, no matter what they read
 - Summary only
 - First few lines of the case for support
 - Every word of the case for support.

The Key Sentences *** **

Ten Key Sentences to Make the Case for your Project

- 1 **Promise** What will your project do, and why should we believe you?
- 2 **Importance** What makes your project important?

The Key Sentences *** **

Ten Key Sentences to Make the Case for your Project

- 1 **Promise** What will your project do, and why should we believe you?
- 2 **Importance** What makes your project important?
- 3-5 **Problem₁₋₃** State a problem and, if necessary, say why it's important.

The Key Sentences *** **

Ten Key Sentences to Make the Case for your Project

- 1 **Promise** What will your project do, and why should we believe you?
- 2 **Importance** What makes your project important?
- 3-5 **Problem₁₋₃** State a problem and, if necessary, say why it's important.
- 6 **Project:** Introduce the project.

The Key Sentences *** **

Ten Key Sentences to Make the Case for your Project

- 1 **Promise** What will your project do, and why should we believe you?
- 2 **Importance** What makes your project important?
- 3-5 **Problem**₁₋₃ State a problem and, if necessary, say why it's important.
- 6 **Project**: Introduce the project.
- 7-9 **Implementation**₁₋₃ Describe a sub-project and say what problem it solves.

The Key Sentences *** **

Ten Key Sentences to Make the Case for your Project

- 1 **Promise** What will your project do, and why should we believe you?
- 2 **Importance** What makes your project important?
- 3-5 **Problem**₁₋₃ State a problem and, if necessary, say why it's important.
- 6 **Project**: Introduce the project.
- 7-9 **Implementation**₁₋₃ Describe a sub-project and say what problem it solves.
- 10 Says what happens **Next**
 - Depends on the funder and on what makes the project important.

The Key Sentences *** **

Ten Key Sentences to Make the Case for your Project

- 1 **Promise** What will your project do, and why should we believe you?
- 2 **Importance** What makes your project important?
- 3-5 **Problem**₁₋₃ State a problem and, if necessary, say why it's important.
- 6 **Project**: Introduce the project.
- 7-9 **Implementation**₁₋₃ Describe a sub-project and say what problem it solves.
- 10 Says what happens **Next**
 - Depends on the funder and on what makes the project important.
- 11- Some funders require section on track record & environment
 - Add a key sentence saying what achievement demonstrates each important skill
 - And a key sentence describing each major component of infrastructure

PIPPIN “An excellent person or thing” *Oxford English Dictionary*

Layout *** **

Text layout allows skimmers and speed-readers to pick up the detail.

Layout *** **

Text layout allows skimmers and speed-readers to pick up the detail.

1. Message on first line of paragraph (ASSERT then JUSTIFY)
 - First sentence of para ASSERTS (topic sentence)
 - Remainder of para JUSTIFIES
 - This is where you cite literature
 - This is how you avoid citing too much literature.
2. White space above each paragraph

Layout *** **

Text layout allows skimmers and speed-readers to pick up the detail.

1. Message on first line of paragraph (ASSERT then JUSTIFY)

- First sentence of para ASSERTS (topic sentence)
- Remainder of para JUSTIFIES
 - This is where you cite literature
 - This is how you avoid citing too much literature.

2. White space above each paragraph

- Readers' eye movements land on blank lines.
 - Speed-readers will read first line of every paragraph.
 - Browsers will only read first lines.
 - Detail readers will know what to expect in each para

Tag Phrases *** **

Use the same phrase to state the problem in the **implementation** key sentence and the **problem** key sentence.

Tag Phrases *** **

Use the same phrase to state the problem in the **implementation** key sentence and the **problem** key sentence.

- Establishes the success proposition - the sub-project solves the problem
 - Teaches your terminology
 - Creates a slogan

Tag Phrases *** **

Use the same phrase to state the problem in the **implementation** key sentence and the **problem** key sentence.

- Establishes the success proposition - the sub-project solves the problem
 - Teaches your terminology
 - Creates a slogan

Problem Key Sentence

We need to know **the relationship between the performance of single neurons and the performance of the whole visual system** in order to establish the likely contribution of single neurons to perception.

Tag Phrases *** **

Use the same phrase to state the problem in the **implementation** key sentence and the **problem** key sentence.

- Establishes the success proposition - the sub-project solves the problem
 - Teaches your terminology
 - Creates a slogan

Problem Key Sentence

We need to know **the relationship between the performance of single neurons and the performance of the whole visual system** in order to establish the likely contribution of single neurons to perception.

Implementation Key Sentence

We will record single neurons during perceptual tasks and calculate sensitivity functions for neural responses and for task performance in order to characterise **the relationship between the performance of single neurons and the performance of the whole visual system**.

Tag Phrases *** **

Use the same phrase to state the problem in the **implementation** key sentence and the **problem** key sentence.

- Establishes the success proposition - the sub-project solves the problem
 - Teaches your terminology
 - Creates a slogan

Problem Key Sentence

We need to know **the relationship between the performance of single neurons and the performance of the whole visual system** in order to establish the likely contribution of single neurons to perception.

Implementation Key Sentence

We will record single neurons during perceptual tasks and calculate sensitivity functions for neural responses and for task performance in order to characterise **the relationship between the performance of single neurons and the performance of the whole visual system**.

- Key sentences and tag phrases start off messy and long-winded, like these.
 - You have to edit them to make them effective.

Tag Phrases in Use *** **

- Start of a **Problem** sub-section in the background.

The perceptual capabilities of single neurons in cortical area V1

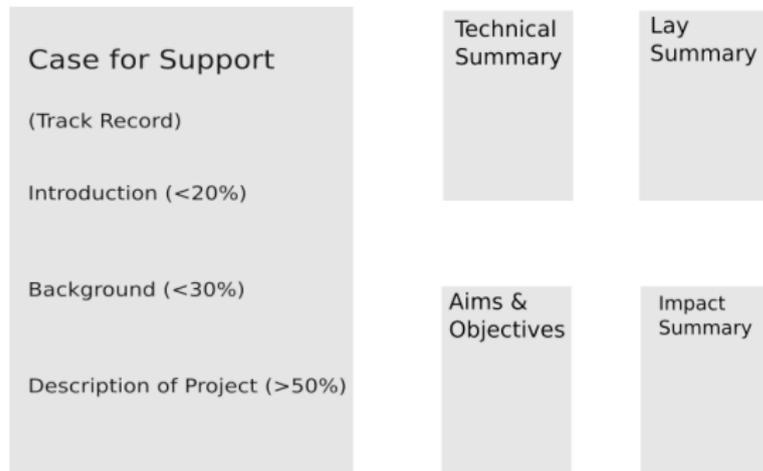
We need to know **the perceptual capabilities of single neurons in cortical area V1** in order to establish the potential contribution of V1 to perception. The potential contribution can be assessed using a range of perceptual tasks, such as visual pattern discrimination, object discrimination, and motion-detection. For any such task, we can infer the contribution of cortical area V1 to that task from the relationship between the perceptual capabilities of single neurons and the perceptual capabilities of the individual.

- Description of corresponding **Implementation** Sub-project

Measuring **the perceptual capabilities of single neurons in cortical area V1**

We will measure neural responses as functions of stimulus strength during perceptual tasks in order to calculate **the perceptual capabilities of single neurons in cortical area V1**. Stimuli from a set that covers a range of strengths will be presented repeatedly in random sequences under computer control. The computer will record responses during the presentations, and during equivalent periods when no stimulus is presented, for off-line spike sorting and analysis.....

Re-cycle Text From Case for Support



- Repeat key sentences and tag phrases
 - to provide common structure, and
 - to link
- Maintain structure and order

Resources ***

What's been funded?

- Research Council Project Summaries
 - <http://gtr.rcuk.ac.uk>
- ERC Summaries
- Leverhulme Awards 2016

Advice on writing:- www.parkerderrington.com/blog

- How to construct a project
- The key sentences
- Catalogue

The Recipe ***

Process

- Make sure you have a fundable project
- Prepare your Ingredients
 - Implementation sentences
 - Problem Sentences
 - Project & 'Next' Sentences
 - Elevator Pitch
- Build the Case for Support
- Write a Grant in 10 Steps

Implementation sentences *** **

Describe a sub-project and say what problem it will solve.

We will measure neural responses as functions of stimulus strength during perceptual tasks in order to calculate the perceptual capabilities of single neurons in cortical area V1.

- There will be three.
- The sub-projects will solve the three **problems** in order.
 - Define the sub-projects before you define the **problems**
- Common mistakes
 - Failing to describe research
 - Failing to say what problem it solves
 - Forgetting to use the same description as the **problem** sentence.
 - Changing the syntactic structure unnecessarily
 - Too long
- Examples

Problem Sentences *** **

State a research problem (& why it's important)

We need to know the perceptual capabilities of single neurons in cortical area V1 in order to establish the potential contribution of V1 to perception.

- There will be three
- They will state the problems that are solved by the **implementation** sub-projects
- Common mistakes
 - Different statement of the research problem from that in the corresponding **implementation** sentence
 - Describing the sub-project instead of stating the problem
 - Changing the syntactic structure unnecessarily
 - Too long
- Examples

Project & 'Next' Sentences *** **

Project

- **Project** sentence summarises the project in whatever way is appropriate
- If they only read 1 sentence about your project, it will be this one.
- Summarise the project or state its scope.
- Go beyond the **promise** sentence

Next Sentence

- Introduces your discussion of what will happen after the research is complete
- It will depend to a certain extent on whether the importance is academic or practical or both.
 - e.g. State in about 40 words what you will do to maximise the benefit from the project.

Elevator Pitch *** **

Also known as “Global sales pitch”; makes the Importance Proposition

- **Promise** Sentence should have 3 parts:-
 1. What the project aims to achieve, in ‘big picture’ terms (too vague for insiders).
 2. What you actually expect to achieve (too detailed for outsiders).
 3. A reference to your achievements using similar methods, to show you are competent.

Elevator Pitch *** **

Also known as “Global sales pitch”; makes the Importance Proposition

- **Promise** Sentence should have 3 parts:-
 1. What the project aims to achieve, in ‘big picture’ terms (too vague for insiders).
 2. What you actually expect to achieve (too detailed for outsiders).
 3. A reference to your achievements using similar methods, to show you are competent.

This project aims to identify a potential treatment for stroke by using an in vitro brain slice model to optimise synthetic metabolic inhibitors discovered in my laboratory.

Elevator Pitch *** **

Also known as “Global sales pitch”; makes the Importance Proposition

- **Promise** Sentence should have 3 parts:-
 1. What the project aims to achieve, in ‘big picture’ terms (too vague for insiders).
 2. What you actually expect to achieve (too detailed for outsiders).
 3. A reference to your achievements using similar methods, to show you are competent.

This project aims to identify a potential treatment for stroke by using an in vitro brain slice model to optimise synthetic metabolic inhibitors discovered in my laboratory.

- **Importance** sentence says what it is that makes the outcome important. For example....
 1. Quantify the real-world problem it will help to solve.
 2. Say what it will allow us to do that we can't do now.
 3. Prepare to say which named priorities of your funder it contributes to, and how?

Elevator Pitch *** **

Also known as “Global sales pitch”; makes the Importance Proposition

- **Promise** Sentence should have 3 parts:-
 1. What the project aims to achieve, in ‘big picture’ terms (too vague for insiders).
 2. What you actually expect to achieve (too detailed for outsiders).
 3. A reference to your achievements using similar methods, to show you are competent.

This project aims to identify a potential treatment for stroke by using an in vitro brain slice model to optimise synthetic metabolic inhibitors discovered in my laboratory.

- **Importance** sentence says what it is that makes the outcome important. For example....
 1. Quantify the real-world problem it will help to solve.
 2. Say what it will allow us to do that we can't do now.
 3. Prepare to say which named priorities of your funder it contributes to, and how?

Caring for the 1.2 million UK stroke survivors costs over £1.7 billion a year.

Build the Structure *** **

- Standard Structure: Key sentences as Introduction and Skeleton
- Variations
- ESRC Aims and Research Questions
- EPSRC Guidance
- Suggested Structure for EPSRC

Standard Structure *** **

3. Methods - five sections - describes the Project - **Write it First**

- **Project** Describe the project as a whole.
- **Implementation / Sub-project section x 3** Each describes a sub-project and shows that it solves the corresponding **problem**.
- **'Next'** Say what will happen after the project (impact?). Then add detail.

Standard Structure *** **

3. Methods - five sections - describes the Project - **Write it First**
 - **Project** Describe the project as a whole.
 - **Implementation / Sub-project section x 3** Each describes a sub-project and shows that it solves the corresponding **problem**.
 - **'Next'** Say what will happen after the project (impact?). Then add detail.
4. Track record (required by MRC, BBSRC, EPSRC, NERC); create your own key sentences - **Write it anytime after the Methods**

Standard Structure *** **

2. Background - four sections - sells the project - **Write it after the Methods.**
 - **Importance** section explains what makes the project important.
 - **Problem** section x 3, each explains one of the problems/aims/research questions.
3. Methods - five sections - describes the Project - **Write it First**
 - **Project** Describe the project as a whole.
 - **Implementation / Sub-project section x 3** Each describes a sub-project and shows that it solves the corresponding **problem**.
 - **'Next'** Say what will happen after the project (impact?). Then add detail.
4. Track record (required by MRC, BBSRC, EPSRC, NERC); create your own key sentences - **Write it anytime after the Methods**

Standard Structure *** **

1. Introduction - All the Key Sentences - **Write it Last.**
 - **Problem** key sentences can be research questions, aims or hypotheses.
 - **Implementation/sub-project** (and **Project** and **Concluding** key sentences) can be objectives.
2. Background - four sections - sells the project - **Write it after the Methods.**
 - **Importance** section explains what makes the project important.
 - **Problem** section x 3, each explains one of the problems/aims/research questions.
3. Methods - five sections - describes the Project - **Write it First**
 - **Project** Describe the project as a whole.
 - **Implementation / Sub-project section x 3** Each describes a sub-project and shows that it solves the corresponding **problem**.
 - **'Next'** Say what will happen after the project (impact?). Then add detail.
4. Track record (required by MRC, BBSRC, EPSRC, NERC); create your own key sentences - **Write it anytime after the Methods**

Alternative Structures *** **

Some funders specify requirements that appear to be incompatible with the standard structure, but these can usually be addressed by one or other of two approaches.

Alternative Structures *** **

Some funders specify requirements that appear to be incompatible with the standard structure, but these can usually be addressed by one or other of two approaches.

1. Moving sub-components around

- e.g. BBSRC require you to introduce the 'Research Plan and Methodology' with the Overall Aim & Specific Objectives. Can do this by having separate introductions for the Background & Methods sections. Or by double-naming the introduction, see below

Alternative Structures ^{*** **}

Some funders specify requirements that appear to be incompatible with the standard structure, but these can usually be addressed by one or other of two approaches.

1. Moving sub-components around

- e.g. BBSRC require you to introduce the 'Research Plan and Methodology' with the Overall Aim & Specific Objectives. Can do this by having separate introductions for the Background & Methods sections. Or by double-naming the introduction, see below

2. Using composite titles to avoid repetition

- e.g. ESRC ask both for aims and for research questions: call each aim a research question.
- EPSRC ask for 4 sections covering same topic 'Background', 'National Importance', 'Academic Impact' and 'Research Hypotheses & Objectives' [solution here](#)
- BBSRC problem (above) can be solved by writing the Aims and objectives as subsections of the introduction.

ESRC Aims and Research Questions *** **

- ESRC guidance suggests separate subsections for aims and research questions:-
 - The introduction should set the aims and objectives of the study in context. It should briefly sketch
 - The detailed research questions to be addressed should be clearly stated.
- It is dangerous to give the impression that research questions and aims refer to different goals.
- This is a problem

ESRC Aims and Research Questions *** **

- ESRC guidance suggests separate subsections for aims and research questions:-
 - The introduction should set the aims and objectives of the study in context. It should briefly sketch
 - The detailed research questions to be addressed should be clearly stated.
- It is dangerous to give the impression that research questions and aims refer to different goals.
- This is a problem
- Readers will be confused if you give the impression that research questions and aims refer to different research goals.

ESRC Aims and Research Questions *** **

- ESRC guidance suggests separate subsections for aims and research questions:-
 - The introduction should set the aims and objectives of the study in context. It should briefly sketch
 - The detailed research questions to be addressed should be clearly stated.
- It is dangerous to give the impression that research questions and aims refer to different goals.
- This is a problem
- Readers will be confused if you give the impression that research questions and aims refer to different research goals.
- Make it clear that the research questions and the aims are the same; e.g.
 - “We have three research aims which are expressed in our three research questions”.

ESRC Aims and Research Questions *** **

- ESRC guidance suggests separate subsections for aims and research questions:-
 - The introduction should set the aims and objectives of the study in context. It should briefly sketch
 - The detailed research questions to be addressed should be clearly stated.
- It is dangerous to give the impression that research questions and aims refer to different goals.
- This is a problem
- Readers will be confused if you give the impression that research questions and aims refer to different research goals.
- Make it clear that the research questions and the aims are the same; e.g.
 - “We have three research aims which are expressed in our three research questions”.
- From that point on, do not switch: pick one of the terms and use it consistently.

Previous Track Record (up to 2 sides)

Description of proposed research and its context (6 sides)

- Background
 - Introduce topic and explain academic and industrial context
 - Demonstrate understanding of related work
- National importance
 - Contribution to other disciplines, economy & society.
 - Long term effects; relation to national strategic needs.
 - Fit with UK research & EPSRC's [portfolio, research areas & strategy](#).
- Academic Impact
 - Describe academic impact
 - Explain collaborations; justify Visiting Researchers
- Research Hypothesis and Objectives
 - Set out your research idea or hypothesis
 - Explain why the proposed project is novel and timely
 - Identify the overall aims of the project, and the measurable objectives
- Programme and Methodology
 - Detail and justify research methodology
 - Describe the work programme & milestones for each member of the team,
 - Explain how the project will be managed.

Composite Titles to Comply with EPSRC Guidance ^{*** **}

1. Track Record

- If you don't need 2 pages for your track record, put pilot data in the track record section.

2. Background (5 sections)

- Aim, Research Hypothesis and Objectives.** This is a standard introduction that uses all the key sentences in order.
- National Importance and Academic Impact section.** This and everything that follows is the same as the standard structure. It uses the **Importance** Sentence followed by details that cover the topics specified by EPSRC.
- v. **Problem** sections as for standard structure

2. Programme and Methodology. (5 sections)

- Project** sentence & subsection;
- iv. **Implementation sub-projects** 1-3
- v. **'Next'** section - Must include milestones and explain how the project will be managed.

Examples ***

- Key Sentences 1-5 (Background)
- Key Sentences 6-10 (Project)
- Aims and Objectives
- Elevator Pitch
- Tag Phrases

Example Key Sentences *** **

Key Sentences 1-5 Give the background and context

- 1 **Promise** The project aims to enable improvements in training social workers by analysing the role of writing in social work practice using an integrated ethnographic and linguistic methodology.
- 2 **Importance** Social care costs 27 billion pounds annually and problems arising from errors in writing increase the risk of harm to service users.
- 3 **Problem₁** We need to know the writing practices of professional social workers.
- 4 **Problem₂** We need to know the institutional writing demands of contemporary social work.
- 5 **Problem₃** We need to understand how writing practices shape professional social work.

Example Key Sentences continued *** **

Key Sentences 6-10 describe the project

- **Project** Our methodology integrates ethnographic description, discourse analysis and tracking the production of texts.
- **Implementation₁** We will carry out an ethnographic study, in order to characterise the writing practices of professional social workers
- **Implementation₂** We will analyse texts and explore how writing is managed alongside other commitments to characterise the institutional writing demands of contemporary social work.
- **Implementation₃** We will use discourse analysis and track texts relating to specific cases to understand how writing practices shape professional social work.
- **'Next'** We will develop effective writing practices that will improve training and practice of social work.

Example Aims and Objectives *** **

- Our project has three aims, which are to answer our research questions:-
 1. What are the writing practices of professional social workers?
 2. What are the institutional writing demands of contemporary social work?
 3. How do writing practices shape the nature of professional social work?

Example Aims and Objectives *** **

- Our project has three aims, which are to answer our research questions:-
 1. What are the writing practices of professional social workers?
 2. What are the institutional writing demands of contemporary social work?
 3. How do writing practices shape the nature of professional social work?
- Our project will answer the three research questions by pursuing the following three objectives:-
 1. We will carry out an ethnographic study, in order to characterise the writing practices of professional social workers
 2. We will analyse and quantify texts and explore how writing is being managed alongside other commitments in order to characterise the institutional writing demands of contemporary social work.
 3. We will use discourse analysis and track the trajectories of texts relating to specific cases in order to understand how writing practices shape professional social work.

Example Elevator pitch *** **

Promise

- The central aim of the project is to enable improvements in training and practice of social work by analysing the role of writing in social work practice using an integrated ethnographic and linguistic methodology.

Importance

- Social care costs 27 billion pounds annually in the UK and problems arising from errors in writing increase the risk of harm to service users.
- Check for Tag Phrases.

Example Tag Phrases *** **

- Our three aims are to answer the following three research questions:-
 1. What are **the writing practices of professional social workers?**
 2. What are **the institutional writing demands of contemporary social work?**
 3. How do **writing demands and practices shape professional social work?**
- Our project will answer the three research questions by pursuing the following three objectives:-
 1. We will carry out an ethnographic study, in order to characterise **the writing practices of professional social workers.**
 2. We will analyse and quantify texts and explore how writing is being managed alongside other commitments in order to characterise **the institutional writing demands of contemporary social work.**
 3. We will use discourse analysis and track the trajectories of texts relating to specific cases in order to understand **how writing demands and practices shape professional social work.**

How the Structure Works *** **

(Key Sentence Names are Bold Font)

How the Structure Works *** **

(Key Sentence Names are Bold Font)

1. **Introduction** (summarises whole case for support using all key sentences)
 - **Promise, Importance, Problem₁₋₃, Project, Implementation₁₋₃ & 'Next'**

How the Structure Works *** **

(Key Sentence Names are Bold Font)

1. **Introduction** (summarises whole case for support using all key sentences)
 - **Promise, Importance, Problem₁₋₃, Project, Implementation₁₋₃ & 'Next'**
2. **Background** (Literature review=> **Promise** is Important; Solving **problems** is criterion for success)
 - **Importance**: Sells promise => *IMPORTANCE PROPOSITION*
 - **Problem₁**: Explains **Problem₁**
 - **Problem₂**: Explains **Problem₂**
 - **Problem₃**: Explains **Problem₃**

How the Structure Works *** **

(Key Sentence Names are Bold Font)

1. **Introduction** (summarises whole case for support using all key sentences)
 - **Promise, Importance, Problem₁₋₃, Project, Implementation₁₋₃ & 'Next'**
2. **Background** (Literature review=> **Promise** is Important; Solving **problems** is criterion for success)
 - **Importance**: Sells **promise** => *IMPORTANCE PROPOSITION*
 - **Problem₁**: Explains **Problem₁**
 - **Problem₂**: Explains **Problem₂**
 - **Problem₃**: Explains **Problem₃**
3. **Methods / Research Programme** (Project is value for money & will be successful)
 - **Project**: Introduces the project.
 - **Implementation₁**: How sub-project 1 will solve **Problem₁**
 - **Implementation₂**: How sub-project 2 will solve **Problem₂**
 - **Implementation₃**: How sub-project 3 will solve **Problem₃**
 - Mention resources used in research => *VALUE for MONEY PROPOSITION*
 - Explains how Project solves **Problems** => *SUCCESS PROPOSITION*
 - **Next**: Says what happens after the project.
 - Expectations depend on funder & on importance proposition.

How the Structure Works *** **

(Key Sentence Names are Bold Font)

1. **Introduction** (summarises whole case for support using all key sentences)
 - **Promise, Importance, Problem₁₋₃, Project, Implementation₁₋₃ & 'Next'**
2. **Background** (Literature review=> **Promise** is Important; Solving **problems** is criterion for success)
 - **Importance**: Sells **promise** => **IMPORTANCE PROPOSITION**
 - **Problem₁**: Explains **Problem₁**
 - **Problem₂**: Explains **Problem₂**
 - **Problem₃**: Explains **Problem₃**
3. **Methods / Research Programme** (Project is value for money & will be successful)
 - **Project**: Introduces the project.
 - **Implementation₁**: How sub-project 1 will solve **Problem₁**
 - **Implementation₂**: How sub-project 2 will solve **Problem₂**
 - **Implementation₃**: How sub-project 3 will solve **Problem₃**
 - Mention resources used in research => **VALUE for MONEY PROPOSITION**
 - Explains how Project solves **Problems** => **SUCCESS PROPOSITION**
 - **Next**: Says what happens after the project.
 - Expectations depend on funder & on importance proposition.
4. Some funders require section on track record & environment
 - Track record demonstrates all necessary skills

Write a Grant in 10 Steps *** **

1. You can start as soon as you have thought of a viable project.
2. Check that the project is suitable for your chosen funder and funding scheme.
3. Divide the project into sub-projects and assemble the information you need to describe each and to explain its importance.
4. Initiate the costing process & institutional approvals in parallel with the writing.
5. Draft your Key sentences in this order:-
 - i. **Implementation** sentences.
 - ii. **Problem** sentences.
 - iii. **Project** and '**Next**' Sentences
 - iv. **Importance** sentence.
 - v. **Promise** sentence

If you need a lay summary, begin working to prepare and test it.

6. Draft the case for support.
7. Add any funder-specific information or sections to the case for support.
8. Draft any required information on the project timetable and project management.
9. Assemble the budget and write the Justification of Resources
10. Finalise any attachments and summaries you need to submit.

Promise Sentence Exercise *** **

Why is the first sentence important?

Promise Sentence Exercise *** **

Why is the first sentence important?

- It has to be good enough to want to read your application
- They will have 99 other applications.
 - They know most of them are headed for the shredder.
- They also have a TV.
- What will make them want to read your application?

Promise Sentence Exercise *** **

Why is the first sentence important?

- It has to be good enough to want to read your application
- They will have 99 other applications.
 - They know most of them are headed for the shredder.
- They also have a TV.
- What will make them want to read your application?
- A plausible and attractive promise
 - What are the elements?

Promise Sentence Exercise *** **

Why is the first sentence important?

- It has to be good enough to want to read your application
 - They will have 99 other applications.
 - They know most of them are headed for the shredder.
 - They also have a TV.
 - What will make them want to read your application?
 - A plausible and attractive promise
 - What are the elements?
1. A project that is likely to advance an important area of knowledge.
 2. A project that is likely to be successful.
 3. Evidence that you are competent to carry out the project.

The Perfect **Promise** Sentence *** **

Three Elements

The Perfect **Promise** Sentence *** **

Three Elements

1. What the project will achieve, in 'big picture' terms.
 - A project that is likely to advance an important area of knowledge.

The Perfect Promise Sentence *** **

Three Elements

1. What the project will achieve, in 'big picture' terms.
 - A project that is likely to advance an important area of knowledge.
2. How it will achieve it (a more specific and detailed statement of the goal).
 - A project that is likely to be successful.

The Perfect Promise Sentence *** **

Three Elements

1. What the project will achieve, in 'big picture' terms.
 - A project that is likely to advance an important area of knowledge.
2. How it will achieve it (a more specific and detailed statement of the goal).
 - A project that is likely to be successful.
3. A reference your achievements using similar methods.
 - Evidence that you are competent to carry out the project.

The Exercise *** **

1. Interview your neighbour (3 mins)
2. Swap roles and interview again (3 mins)
3. Write a promise sentence for your neighbour's project (2 mins)
4. Write a Sentence for your own Project (2 mins)
5. Optimise and discuss.

The Exercise *** **

1. Interview your neighbour (3 mins)
2. Swap roles and interview again (3 mins)
3. Write a promise sentence for your neighbour's project (2 mins)
4. Write a Sentence for your own Project (2 mins)
5. Optimise and discuss.

The information you need to gather in your interview is:-

1. What the project will achieve, in 'big picture' terms.
2. How it will achieve it (a more specific and detailed statement of the goal).
3. An example of your achievements using that approach.

eg This project aims to identify a potential treatment for stroke by using an in vitro brain slice model to optimise synthetic metabolic inhibitors discovered in my laboratory.

Review Exercise ***

- Take a summary from <https://erc.europa.eu/projects-and-results/erc-funded-projects>
 - We have taken this one
- Find the **promise** sentence or its elements.
 - Can you improve it?
- Find the **importance** sentence or its elements.
 - Can you improve it?
- Identify or write a set of **implementation** and **problem** sentences for the project.
- Identify or write a **project** sentence
- Identify or write a **'next'** sentence

Promise sentence elements *** **

Cities in Global Financial Networks: Financial and Business Services and Development in the 21st Century

- The project will provide a robust evidence base crucial in shaping future rounds of investment by and in financial and business services, and policies towards financial and business services by governments and other organisations.
- In doing so, we will develop a new theoretical framework, called the Global Financial Networks, which positions financial and business services and their networks in the broader economy.

from this summary

Importance sentence elements *** **

- Financial and business services, including law, accounting, and business consulting, have been one of the most dynamic sectors of the world economy, with a fivefold rise in real value added since 1980.
- Although financial and business services are central to the processes of globalisation, financialisation, urbanisation and development, our understanding of the sector in the context of tumultuous changes of the early 21st century is partial.
- We urgently need groundbreaking frontier research to better understand the nature and dynamics of financial and business services, and their implications.

from this summary

Problem sentence elements *** **

1. How have the financial and business services firms and centres been affected by the global financial crisis and the Eurozone crisis?
2. How are they changing in response to new financial regulation, the expected shift of economic activity to the Asia-Pacific region, and the digital revolution?
3. What are the impacts of financial and business services on urban, regional, and global development?

from this summary

Implementation Sentence elements *** **

This project is designed to address this challenge by focusing on three objectives:

1. mapping the financial and business services sector and its transactional networks worldwide;
2. analysing strategies of financial and business services firms, as well as policies towards financial and business services and their institutional environments in cities;
3. explaining the impacts of financial and business services, their strategies, and place-specific factors on growth, stability, and inequality at urban, regional, national and global level.

from this summary

Project Sentence elements *** **

Using a mixed-methods approach, we will document the development of financial and business services and their consequences, cutting through the hype of financial centre indices, and through the fog of ideologically charged debates on the virtues and vices of the financial sector.

from this summary

'Next' sentence elements *** **

One of the outcomes of the project will be the world's first ever atlas of finance.

from this summary

Cities in Global Financial Networks: Financial and Business Services and Development in the 21st Century

Financial and business services (FABS), including law, accounting, and business consulting, have been one of the most dynamic sectors of the world economy, with a fivefold rise in real value added since 1980. Although FABS are central to the processes of globalisation, financialisation, urbanisation and development, our understanding of the sector in the context of tumultuous changes of the early 21st century is partial. How have the FABS firms and centres been affected by the global financial crisis and the Eurozone crisis? How are they changing in response to new financial regulation, the expected shift of economic activity to the Asia-Pacific region, and the digital revolution? What are the impacts of FABS on urban, regional, and global development? We urgently need groundbreaking frontier research to better understand the nature and dynamics of FABS, and their implications. This project is designed to address this challenge by focusing on three objectives: mapping the FABS sector and its transactional networks worldwide; analysing strategies of FABS firms, as well as policies towards FABS and their institutional environments in cities; explaining the impacts of FABS, their strategies, and place-specific factors on growth, stability, and inequality at urban, regional, national and global level. In doing so, we will develop a new theoretical framework, called the Global Financial Networks, which positions FABS and their networks in the broader economy. Using a mixed-methods approach, we will document the development of FABS and their consequences, cutting through the hype of financial centre indices, and through the fog of ideologically charged debates on the virtues and vices of the financial sector. One of the outcomes of the project will be the world's first ever atlas of finance. The project will provide a robust evidence base crucial in shaping future rounds of investment by and in FABS, and policies towards FABS by governments and other organisations.

More summaries at <https://erc.europa.eu/projects-and-results/erc-funded-projects>