Tips for Success

GRANT WRITING

The Competition!!!! This photo, shows the loading dock at NIH on the day of a grant-application deadline. Since the photo was taken, the number of applications NIH receives has more than doubled.

Outline

- The power of persuasion
- The Psychology of selling your Idea
- Available Pre Application support offered by various agencies
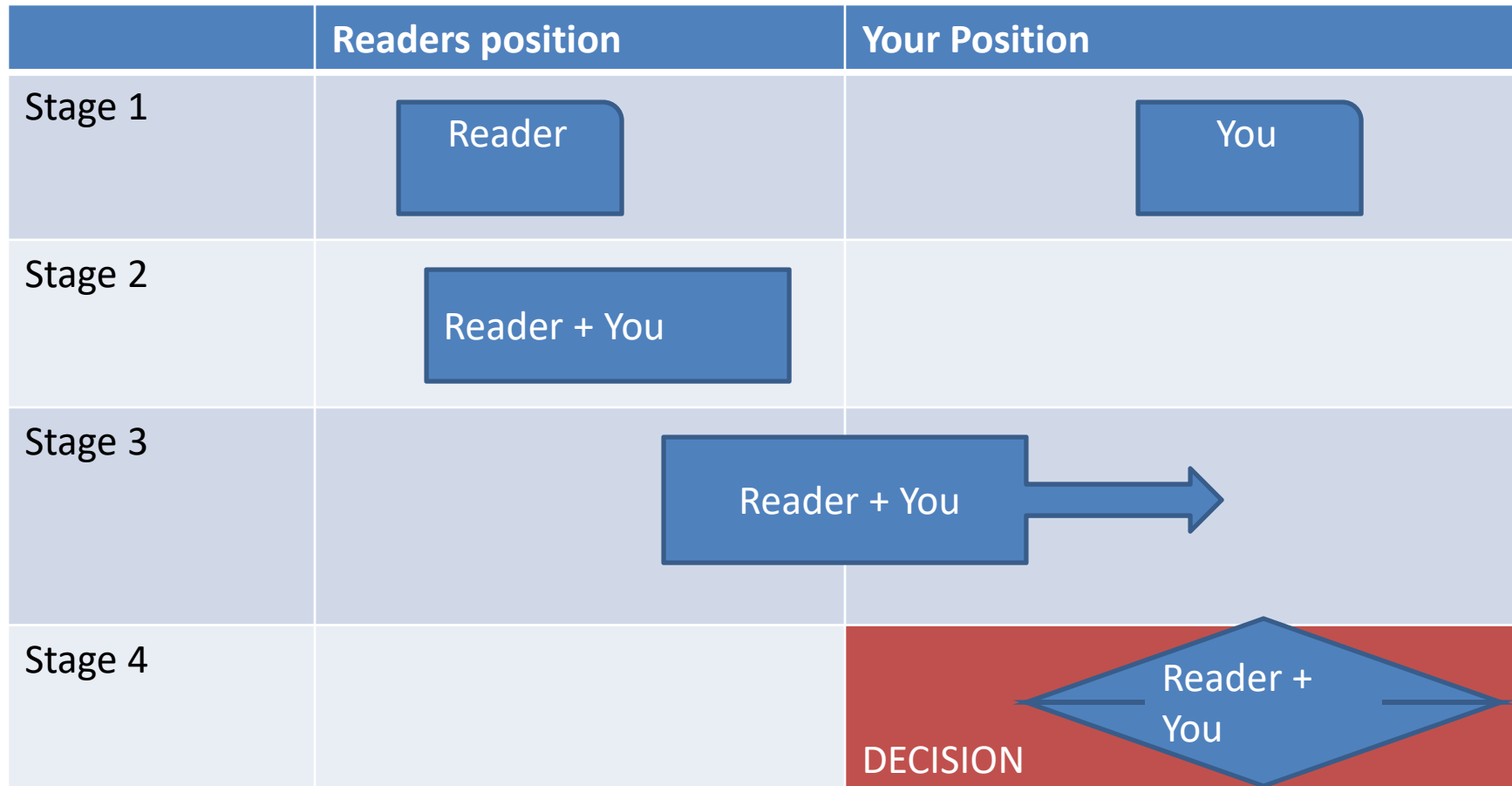- Applying for Funding
- Other Tips

The Power of Persuasion

- It is the art of Scratching where it itches most
- Go over to them, and Lead them back to your position
- Success is equal to Opportunity + Good Preparation

There are two stages in persuasion

- Show the reviewers you are on their side
- Lead the reviewers to your side

The Psychology of Selling your Idea

	Readers position	Your Position
Stage 1	Reader	You
Stage 2	Reader + You	
Stage 3	Reader + You →	
Stage 4		DECISION Reader + You

Show the reviewers you are on their side

- The process of reviewing a proposal is more emotional than what you think

- Reviewers need to feel that you understand their position

- Ensure that you understand the **Purpose** of the Grant that has been announced and write from the readers point of view.

- MUST read the section for Criteria for Reviewers

Example of a Purpose Statement

The purpose of this Funding Opportunity Announcement (FOA) is to

identify the variables contributing to successful hearing health care (HHC) outcomes in adults with hearing loss,

and to develop and evaluate clinical measures of those variables.

(HHC includes hearing screening/assessment, acquisition of an appropriate hearing aid (HA), and other non-medical interventions for HL.

Available Pre- application Support

- **EU/DFID/USAID** hold Meetings, accept questions up to a certain deadline, answers are communicated to all interested applicants.

- **NIH** hold Teleconferences with interested applicants, LOI addressees normally give advise along the way.

- **Grand Challenge**- Expressions of inquiry (EOI) are short listed and selected applicants are invited to a full application preparation workshop.

The 4 Ps

Position: Articulate where we are now (Present position)

- Could be good or bad
- Make sure you are all agreed on what the overall research objective is about
- Use literature and statistics as much as possible eg http://www.nidcd.nih.gov/funding/programs/09HHC/summary.htmreport sighted in the FOA
- State the position from the Reader's (FOA) point of view

The Problem

- **Problem: Explain why we cannot stay there (Why the present position cannot continue)**
  - **Eg** While there are numerous measures of HA fitting outcomes, there are no widely accepted and well-validated measures for predicting and evaluating HA use, benefit and satisfaction.
- Persuade the reader that things cannot be left as they are

Lead the reviewers to your side

- Make sure you have demonstrated your sound judgment and accurate information to establish the position and the problem
- Examine the available possibilities and carefully lead your reader to your position
- Be Fair – Just state all the options with no bias
- Give the reader an excuse to change their mind
- Put your preferred option last
- Anticipate objections

The 4 Ps

- **Possibilities: Consider different options for resolving the problem that your reader is now convinced exists (They will either accept your proposal or leave things the way they are)**

- Discuss the pros and Cons of each option and draw comparisons between them where this is useful

Proposal

- **Proposal: Point to where we should go instead (Scientific Strategic Choice)**
- Make a choice and justify it showing the significance, Innovation, methodology and the budget
- Provide a strategic logical explanation of what you are proposing, **provide answers to any objections which you anticipate from your reader,**
- Use facts and statistics to support your case.
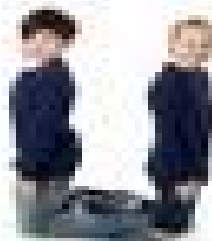
Applying for funding

- **Get support to write good proposal**
- Form teams – multi disciplines teams
- Reviewers
- Senior colleagues
- Grants and Contracts office
- Mentors/associations/collaborators
- Visit sites that support grant writers

Other Tips

- Choose your partners wisely
- Have a big idea – keep a depository of them
- Self drive and motivation
- Need to discover something, do something for academics, new knowledge or public benefit
- What ever reason drives you!
- Make the writing experience fun!

Other Tips

- Submit and write as many grants as possible;
- Even if your first grant-writing effort doesn't get funded, the planning and writing process is a good experience to be used in another grant/project
- Allow plenty of time and submit on time – errors/corrections expected
- Keep your application to page limit provided (otherwise just keep it short)

Any Questions