**James Rumbold: Abstract**

**Reflections From an Applied Researcher: What Works, for Whom and Why?**

In September 2001, I enrolled on a joint honours undergraduate programme in psychology and sport science at St. Mary’s University. After this time, I completed an MSc and PhD in sport psychology at Loughborough University. Since 2013, I have worked as a senior lecturer in sport psychology at Sheffield Hallam University. Perhaps unknowingly during my studies, I was drawn to studying and working at higher education institutions that share a common value: The importance of applied research. In this regard, the staff and environment at St. Mary’s were fundamental in stimulating my applied research interests and career path. As I approach my 20-year anniversary of enrolling at SIMMS, I will reflect on my time at St. Mary’s and how it stimulated my interests in social psychological research. Based on my applied research experiences to date, the title of my talk reflects a perspective on designing and translating applied research. To this end, I will provide some brief stories from my published and current works where designing ‘high-quality’ applied research has gone well (and not so well). I will conclude by sharing some broader lessons learned and offering some suggestions for designing and translating applied research.