A GUIDE TO RESEARCH TRANSLATION

for University Researchers

1. Define your goals
   eg. Change government policy
   Increase public awareness

2. Understand target audience
   Government, bureaucracy
   media, business, NGO’s?
   What motivates them? Timelines?
   What information do they need?

3. Design your strategy
   What type of output?
   Do I need funding for this?
   Link research question directly to outcome

4. Implementation
   Tailor communications as you go
   Mind your language!
   Keep it short and sweet
   Tell a story the audience will care about

5. Evaluate