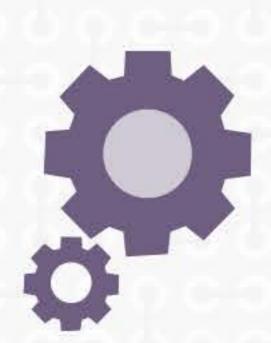
# A GUIDE TO RESEARCH TRANSLATION

#### for University Researchers



# 1. Define your goals

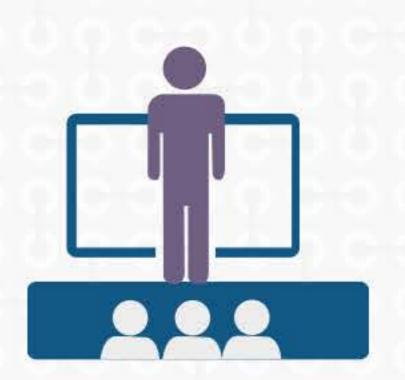
eg. Change government policy Increase public awareness



## 4. Implementation

Tailor communications as you go Mind your language! Keep it short and sweet

Tell a story the audience will care about



#### 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



#### 5. Evaluate

