

# 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