

**i2I**  
invention to  
***Innovation***

# Effectively Communicating the Impact of your Research

**Founded by**

**mitacs**

**SFU** **BEEDIE**  
SCHOOL OF BUSINESS

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## **Today's Panel Speakers**

- **Clay Braziller**
- **Rahul Singh**
- **Janis Kan**

# Today's Learning Objectives

- Communicating the value of your scientific research and innovation to a diverse audience
- Enabling them to understand the impact of your work.



# Agenda

- Quick introductions
- Constructing the message
  - Why, What, How
- Panel experience communicating the science  
(What Works and What Doesn't!)



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Importance of building an  
emotional connection and trust

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Make the statement Relatable,  
Quantified, and Compelling

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When to use the Why or Problem  
Statement

## **Chapter 1: Why?**

# Chapter 1: Summary

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Articulate the *Why* for your research

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The problem you seek to solve

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The solution you plan to provide

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Practice saying it, not reading it!

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Explain in layperson language

# What's your why?

- Articulate the “WHY” of your science: What problem do you seek to solve and who cares?
- Practice saying it (not reading it) in 30 seconds or less!
- Aim for a grade 7 level of writing ([www.hemmingwayapp.com](http://www.hemmingwayapp.com))

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What is your research or innovation about?

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How is it used?

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Who might use it and the benefit it supplies

## **Chapter 2: What?**



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Descriptive and easy to understand

## **Chapter 2: Summary**

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Benefits are clear as *the research relates to your audience*

# State your What

- Draft a short “WHAT” statement for your research: Include a simple line that describes what it is with the label that might be attached to it.
- Use simple, clear, language that a lay person can understand. Touch on who might use it and how they (or someone else) may benefit.
- Practice speaking it out loud.
- The statement should not take more than 15 seconds

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How familiar is your audience with your topic/field?

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How does your audience consume content?

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How do I prepare this content?

## **Chapter 3: How?**

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Know your audience

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Choose the right medium

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Prepare a compelling narrative

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Data visualization

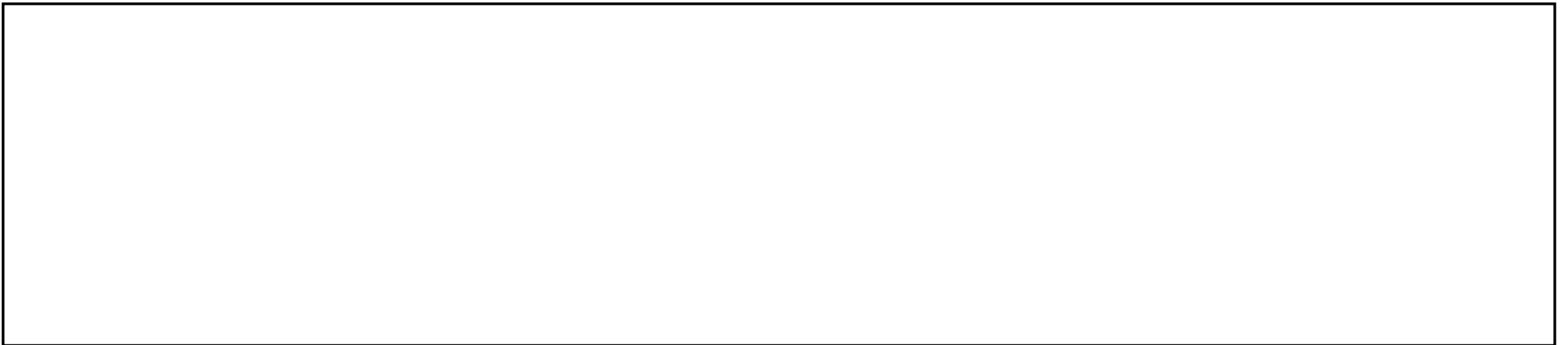
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Seek opportunities to engage

## **Chapter 3 Summary**

# How are you “Unlike the Others?”

- Draft two lines, with only one or max two points, that clearly and in concise words say how how your science is different than what has already been done.
- Consider some of the attributes described on the previous slide.

A large, empty rectangular box with a black border, intended for the user to write their response to the question "How are you 'Unlike the Others?'".

**Summary:  
Effective  
Communication  
Matters!**

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Amplifies the impact of your research

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Fosters collaboration

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Informs decision making

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An essential skill for life

# i2I

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