

Powerful Pitches

Helping non-experts understand your research

Things to keep in mind when sharing your research story

- Keep it short and easy to understand so non-experts take in what you're trying to tell them
- It's not dumbing it down, it's finding the fewest number of words to tell the story
- Know your audience
 - Start where they are **and** know when to stop
 - It's on you to help them understand
 - Commonality = Understanding
 - Create context for your audience
 - Pick a non-expert who can review communications materials and give you feedback on the accessibility of your work
- Know your focus
 - Start with the big picture and bring people along
 - More on the why and less on the how
 - The details can be the devil
 - Ask yourself what you want them to walk away with
- Know your goals
 - Be concise – be able to explain research succinctly without jargon
 - Be compelling – focus on potential impact and results rather than process
 - Be memorable – relatability and genuine emotion can go a long way
- **Research has shown** that science is better understood through storytelling
 - It increases comprehension, interest and engagement

Helpful links to learn more

- <https://centerforplainlanguage.org/learning-training/five-steps-plain-language/>
- <https://sigchi.org/resources/communicating-your-research-with-the-public-and-press/>
- https://www.faa.gov/about/initiatives/plain_language/media/toolkit.pdf
- <https://www.bcahsn.ca/learning/plain-language-guide>
- <https://hemingwayapp.com/>
- <https://www.poynter.org/educators-students/2016/10-tips-for-making-hard-facts-easy-reading/>
- <https://www.agu.org/Share-and-Advocate/Share/Community/Plain-language-summary>
- <https://theconversation.com/ca/pitches>
- <https://aldacenter.org/aklc/index.php>

A great read

If I Understood You, Would I Have This Look on My Face? My Adventures in the Art and Science of Relating and Communicating by Alan Alda

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