

## Knowledge Mobilization: 10 Tips on How to Begin

How will your research impact the world?

The ten tips below highlight how to start making your research engaging and accessible for multiple audiences.



### □ Target Audience

Identify your audience; who is impacted directly or indirectly by your work?  
(i.e., students, homeowners, companies)



### □ Define Resources

Consider your resources and related budget for sharing your knowledge with others. Resources such as LinkedIn and ASU's Digital Portfolio can be cost-effective places to start.



### □ Problem Solve

What problems do you solve for these audiences?  
What's your message and why should anyone care about your research?



### □ Attend Events

Attend other events where researchers are sharing their work, such as conferences, poster sessions, and the annual ASU Knowledge Mobilization Impact Awards, in order to stimulate more ideas through research discussions and networking opportunities.



### □ Deliver the Message

Determine how you will deliver your message to reach your intended audience (i.e., podcast, Ted Talk, prototype).



### □ Identify Potential Partners

Identify potential project partners; KM is not completed in isolation.



### □ Make a Plan

Create a plan and timeline with specific action items on the steps you will take to mobilize your knowledge.



### □ Collect Data

Determine how you will measure your KM efforts, as well as how you will collect and analyze the information that you plan to measure.



### □ Define the Value of the Message

Quickly and precisely discuss the value and relevancy of your research across multiple audiences in 30 seconds or less.



### □ Reflect Upon the Process

Create weekly "Knowledge Mobilization time" within your schedule to monitor your efforts and reflect upon the process. Make adjustments for the following week as necessary.

## Sources

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