

How to make highly effective knowledge mobilization presentations

In today's knowledge driven world, it is critical that scholars share their research beyond their disciplines to **maximize their impact across multiple audiences** and **contribute to the public good**. When showcasing your work, it is best practice to be cognizant of how your information is framed and communicated to your audience. **Present in a concise, professional manner** through using few visuals—focus on the message and effectiveness of the visuals rather than the quantity. Convey enthusiasm for your work through verbal delivery.

Below are guidelines to aid in creating research presentations that make technical content **accessible**, promote the **use** of your research and document the **impact** of your work.



1. Identify the problem/challenge/issue.

Convey the problem which you are trying to solve. Discuss why it is a problem and why others should care about it. Effective tools include telling a personal story, relaying data, and/or sharing a significant quote about the problem.



2. Explain your solution.

Describe your unique approach and how it is different from traditional solutions to this problem.



3. Discuss how you are making your work accessible to others.

Identify your target audience and how you are enabling the audience to get access to your research findings.



4. Discuss how you are promoting use of your work.

Explain how your target audience is engaging with your work.



5. Show evidence of your impact.

Share evidence of the impact that engagement with your research had on the target audience. If applicable, discuss how your research has been refined to meet the needs of the target audience.



6. Provide a call to action.

Explain what you need the audience at your presentation to do next. Relay the main takeaway.

See examples at

links.asu.edu/whatsKM

Produce a professional product.

Consider creating a video using the ASU One-Button Studio (uto.asu.edu/one-button-studio).

Learn more:

graduate.asu.edu/knowledge-mobilization