To enhance the impact of research, knowledge must be effectively created and shared between researchers and the people who can use this knowledge. Choosing an appropriate dissemination or knowledge sharing tool – one that achieves your desired goals and is appropriate for your intended audience – is a crucial step to ensure your research is used.

Questions to Consider

- **Audience & Preferences**
  - Who is your intended audience?
  - How do they prefer to receive information?

- **Intended Impact**
  - What impact are you trying to achieve?
  - How will your strategy contribute to your desired impact?

- **Message**
  - What information needs to be shared?
  - What are the key components of your message?

- **Capacity**
  - Does your team have the expertise and skills needed to do the work?

Remember: The best strategies are appropriate for your audience, interactive, and use multiple methods.

Looking for other ways to enhance the impact of your research? Check out other resources and our workshop series here: uoguel.ph/research-impact. This infographic was developed based on content from the Strategies for Knowledge Dissemination workshop | Illustrations and design by Alex Sawatzky.