

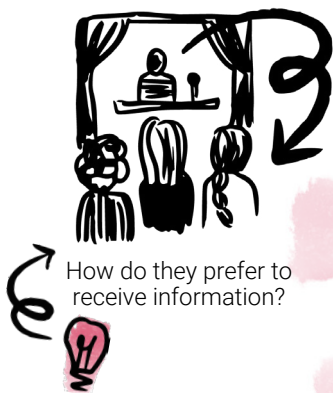


# STRATEGIES FOR DISSEMINATING KNOWLEDGE

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.

## Audience & Preferences

Who is your intended audience?



## Intended Impact

What impact are you trying to achieve?

How will your strategy contribute to your desired impact?

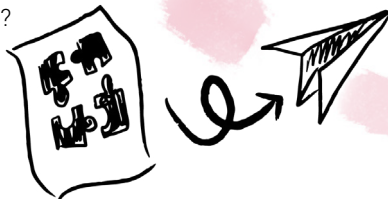


## Questions to Consider

## 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: [uoguelph/research-impact](http://uoguelph/research-impact).

This infographic was developed based on content from the Strategies for Knowledge Dissemination workshop | Illustrations and design by Alex Sawatzky