

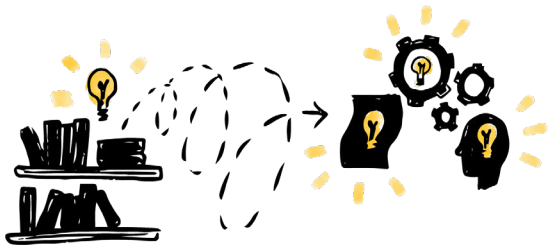


PLANNING FOR RESEARCH IMPACT

To enhance the impact of research, knowledge must be effectively created and shared between researchers and the people who can use this knowledge. Building clear and detailed **Knowledge Mobilization** plans helps to achieve this research impact.

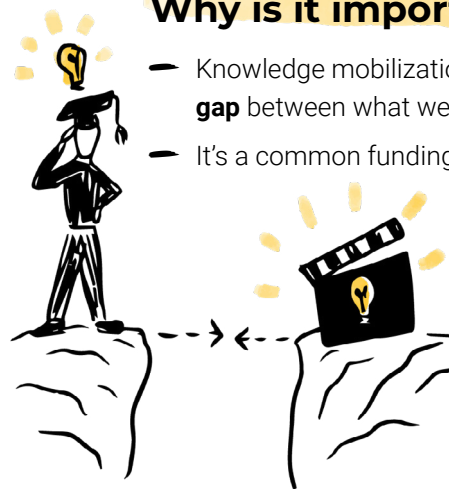
What is Knowledge Mobilization?

- A process that turns **research into use** through synthesis, exchange, dissemination, dialogue, collaboration, and brokering among researchers and research users
- A process that facilitates the use of research **outside** of academia, to inform policies, practices or behaviours



Why is it important?

- Knowledge mobilization helps **shrink the gap** between what we know and what we do
- It's a common funding requirement



What are the steps involved in Knowledge Mobilization planning?

Step 1: The **WHAT**

What knowledge will your research generate, and what are the main messages you want to share?

Step 2: The **WHY**

Why might your findings be important to others (i.e. is **your goal** to change behaviour, share knowledge, raise awareness, change policies)?

Step 3: The **WHO**

Who can benefit from your research? Whose input should shape the research in addition to academic experts?

Step 4: The **HOW**

How will you share your knowledge with your audiences and engage your stakeholders in the most effective way?

Step 5: The **EVALUATION**

Have you achieved **your goal**? How will you know that you have **succeeded**?



Looking for other ways to enhance the impact of your research? Check out other resources and our workshop series here: uoguelph/research-impact.

This infographic was developed based on content from the Planning for Research Impact workshop | Illustrations and design by Alex Sawatzky