



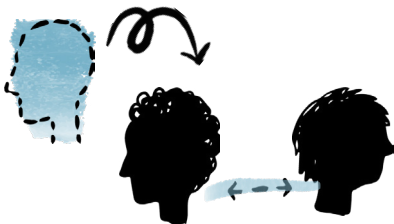
STAKEHOLDER ENGAGEMENT

To enhance the impact of research, knowledge must be effectively created and shared between researchers and the people who can use this knowledge. **Stakeholder engagement** contributes to research impact by ensuring the expertise and knowledge needs of community experts and other knowledge users informs the process and products of research.

1. Explore relevant contexts

Who are the experts on this research topic?

Think big – are there groups who are not yet present in this space that should be? How do we ensure equitable engagement?



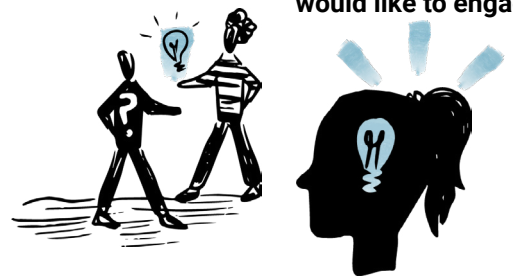
What relationships among groups of stakeholders currently exist?

What knowledge is already being created and shared?



2. Identify key stakeholders

Who are the key stakeholders with whom you would like to engage?

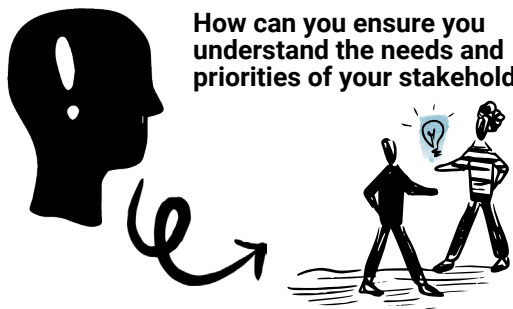


What knowledge and contributions are most needed at this time?

Whose expertise and input should shape the research in addition to academic experts?

3. Understand your key stakeholders

How can you ensure you understand the needs and priorities of your stakeholders?



What kind of action or change might this new knowledge inform for stakeholders?

4. Engage with stakeholders early and often

How do your key stakeholders prefer to be engaged?



How involved do your stakeholders want to be throughout the research process?

How will you ensure the products of your research meet the goals of your key stakeholders?

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 Stakeholder Engagement workshop | Illustrations and design by Alex Sawatzky