

Speaking science and cents

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The need for quality science communicationwhy now?

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Challenge and opportunity

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Evidence-based communication Beyond a good story



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SLIDO Question

What is the most important factor in impactful science communication?

1. Engaging storytelling
2. Simplifying the science
3. Sparking curiosity
4. Conveying scientific knowledge and data analysis
5. Clear messaging and visual aids

slido



**What is the most important factor
in impactful science
communication?**

① Start presenting to display the poll results on this slide.

Beyond the narrative: The missing piece

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#1 Begin at the end

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Engage end users early in the research journey

Needs

- Motivations and priorities

Challenges

- Barriers to knowledge adoption

Know your audience

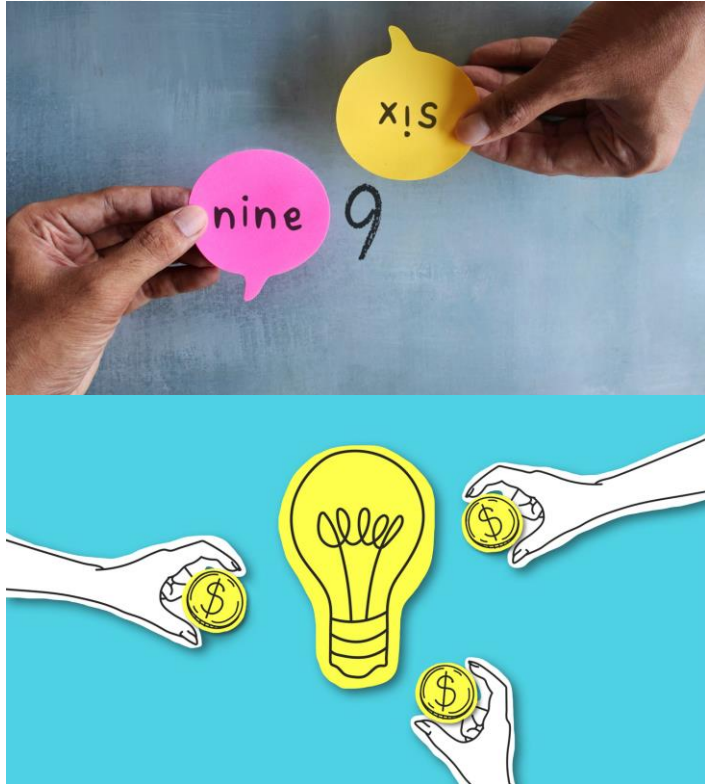
- Who is your audience?
- Whom do they need to convince?



Value proposition

#2 Create shared value

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Reframe so science makes cents

Change the perspective

- Re-frame the pitch: Less me, more you

Create a shared language

- Shared goals
- What does success look like?

Communicate the return on investment

1. Commercial
2. Environmental
3. Social

#3 Lift your impact

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Increase 'buy-in' to enable adoption and change

Manage up and across

- The win-win-win value proposition
- Value for multiple audiences

Information access and interpretation

- Tools for end users
- Transformation not translation!

Connecting and growing informed communities

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Australian Science Communicators

- **Dismantling barriers**
- **Bridging knowledge gaps**
- **Fostering evidence-driven decision-making**

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Become a member

Become a supporter



Building a culture of evidence-based decisions

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WABSI: End user focused science communication

End user needs:

- Drive research development
- Shape communications strategy
- Transform outputs



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About me

Insights from consulting, science, business, stakeholder engagement, strategic communications

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Key points

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1. **Begin at the end** – engage end users early
2. **Create shared value** – reframe so science makes cents
3. **Lift your impact** – increase ‘buy-in’ to maximise adoption