



COMMUNICATION READINESS CHECKLIST



A practical guide to help you communicate your research clearly, confidently, and effectively.

1. KNOW YOUR AUDIENCE

- ☐ Have I identified who I'm talking to (e.g., public, journalists, funders, policymakers)?
- ☐ Do I understand their interests, knowledge level, and concerns?
- ☐ Am I framing my research in a way that connects to their world?

2. LEAD WITH THE "WHY"

- ☐ Have I clearly stated why my research matters?
- ☐ Did I explain the real-world impact or relevance before diving into data or methods?
- ☐ Can my audience see how this connects to bigger issues they care about?

3. CUT THE JARGON (OR TRANSLATE IT)

- ☐ Have I removed or explained all technical terms and acronyms?
- ☐ Did I use analogies or examples to clarify complex ideas?
- ☐ Would a non-expert understand my main points?

4. FOCUS ON ONE CORE MESSAGE

- ☐ Can I summarize the key takeaway in one clear sentence?
- ☐ Does everything else in my message support this main point?
- ☐ Am I avoiding information overload or too many subplots?



5. USE STORYTELLING

- ☐ Have I structured my communication as a story (problem > discovery > implication)?
- ☐ Am I highlighting curiosity, challenge, or impact to make it memorable?
- ☐ Does my story have a beginning, middle, and end?

7. PRACTICE OUT LOUD

- ☐ Have I practiced explaining my research without reading from notes?
- ☐ Can I explain it clearly in under 2 minutes?
- ☐ Have I tested it with someone outside my field?

6. INCLUDE VISUALS

- ☐ Am I using visuals (charts, diagrams, infographics) to simplify ideas?
- ☐ Do the visuals support and clarify my main message?
- ☐ Are they easy to interpret at a glance?

8. ANTICIPATE QUESTIONS AND MISUNDERSTANDINGS

- ☐ Have I thought about what might confuse or worry my audience?
- ☐ Am I being transparent about limitations and uncertainties?
- ☐ Did I address any potential misinterpretations?

9. CHOOSE THE RIGHT CHANNELS

- ☐ Am I using communication platforms that reach my intended audience (LinkedIn, Instagram, news, podcast)?
- ☐ Is the format appropriate for the platform (e.g., short posts for social, detailed for blogs)?

10. LINK TO THE BIGGER PICTURE

- ☐ Am I using visuals (charts, diagrams, infographics) to simplify ideas?
- ☐ Do the visuals support and clarify my main message?
- ☐ Are they easy to interpret at a glance?



Tip: You don't have to check every box every time, but the more you do, the stronger your message will be.

Let your **science speak**. Make sure it's heard, understood, and remembered.