



To clearly and concisely communicate:

- A) What your research is.
- B) Why your research matters to your target audience (social impact).

Who are you speaking to?  
 What do they care about?

Things What do they already know about your area of research (terminology, context, etc.)?  
 What can they do with the information you give them?

Essential information only.  
 The things your audience know and remember.  
 Concise and easy to understand.

Differentiate your arguments/recommendations/solutions from the facts/evidence/context.

Replace jargon (the terms that your audience wouldn't know) with alternate/substitute plain-language words.

new Pith a y w

b

Use this worksheet to create a plain-language

