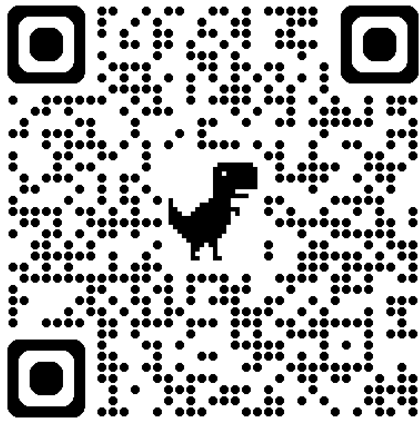


Advanced Professional Communication

CMNS 3420-02

Course Website



Course Moodle Site





Photo @alekhalusko

Territorial Acknowledgement

Course Project:

Pathway for Knowledge Mobilization



Proposal

- Persuasively *present your idea **for the*** Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate
value and
urgency of the
Idea

Policy Brief

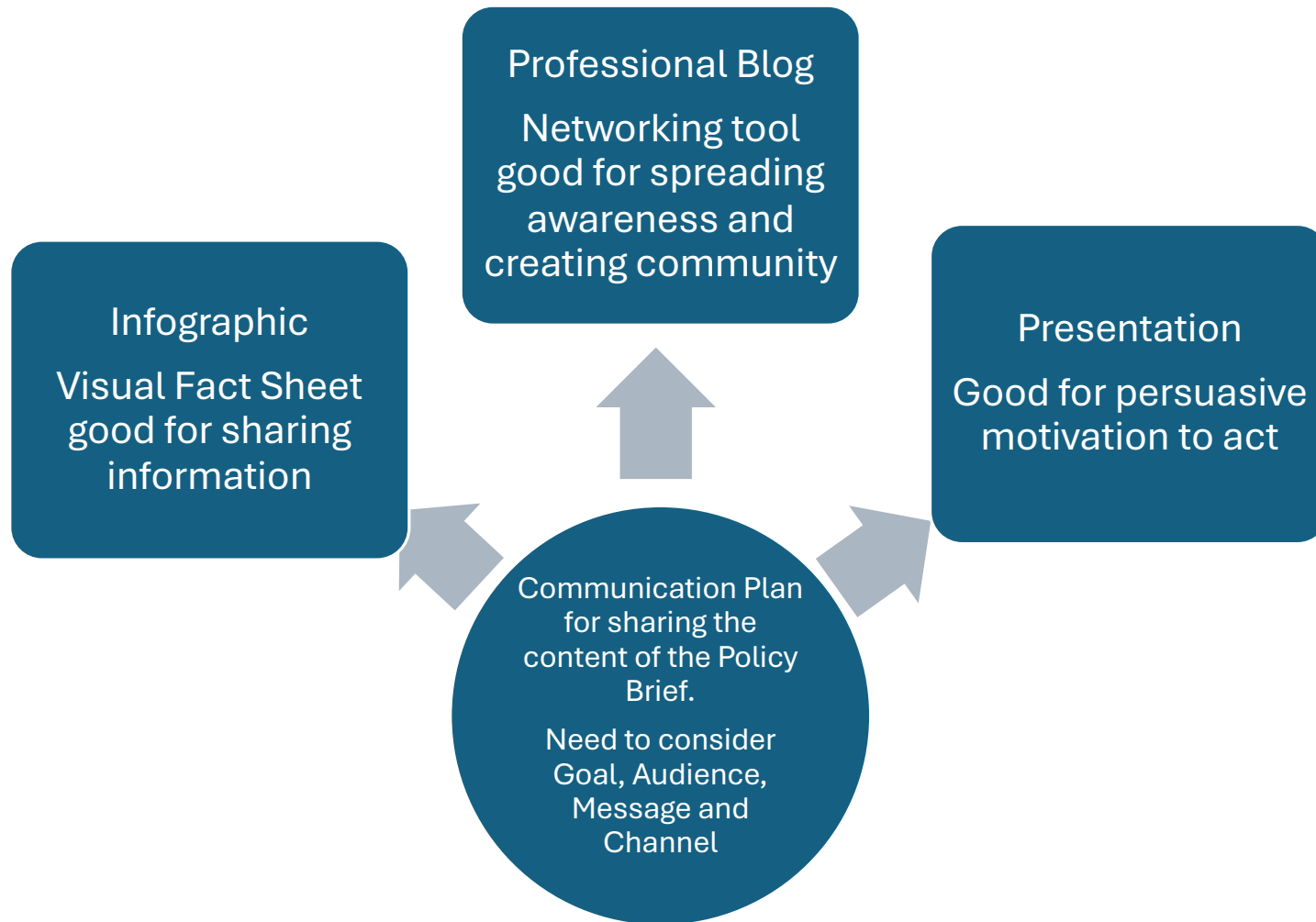
- *Execute your idea **as a*** Policy Brief
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions


Demonstrate
substantial research
and
recommendations

Communication Package

- *Mobilize your idea **from the*** Policy Brief
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

Demonstrate
sharing those
recommendations
broadly





Who should know all
this information?

How can you share it
in strategic ways?

You've
written a
Policy Brief
- Now
what?

What do you have to say?

What are your core messages?

Who do you need to talk to?

What groups should hear you?
And why?

How will you reach out?

How can you share these
messages?



Photo by [Anh Vy](#) on [Unsplash](#)

- **Audience:** To whom should research knowledge be transferred?
- **Message:** What knowledge should be transferred to decision-makers?
- **Mechanism:** How should the knowledge be transferred?
- **Impact:** With what effect should the knowledge be transferred?
- **Messenger:** By whom should the knowledge be transferred?

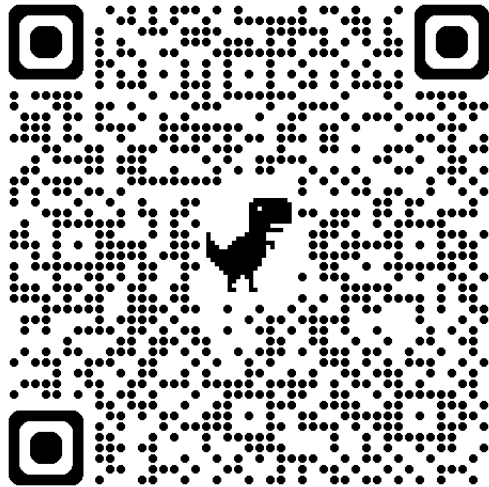


What might be the consequences of a disconnect between any of these elements of a communication strategy?

Does it matter which one you select first?

What factors might you consider when trying to link them together for a particular communication challenge?

Working through an example



[link](#)

Audience	Intent/Goal
Message	Mechanism
More access to training programs and innovative approaches to the design and delivery of training are crucial to improving outcomes for women in business.	

Audience	Intent/Goal
Women considering entering business ownership or entrepreneurship roles.	Information Sharing
Message	Mechanism

1

Audience	Impact
Message	Mechanism: Infographic

2

Audience	Impact
Message	Mechanism: Social Media Blog

3

Audience	Impact
Message	Mechanism: Slide Deck Video

- Match an audience/Impact with the communicative features of each mechanism.
- Design the message for the audience, to achieve the impact, using the best features of the mechanism.

Coming up...

Journal 6 – submit by midnight Thursday, November 13

Next week – Infographics (more on message, audience, intent)