



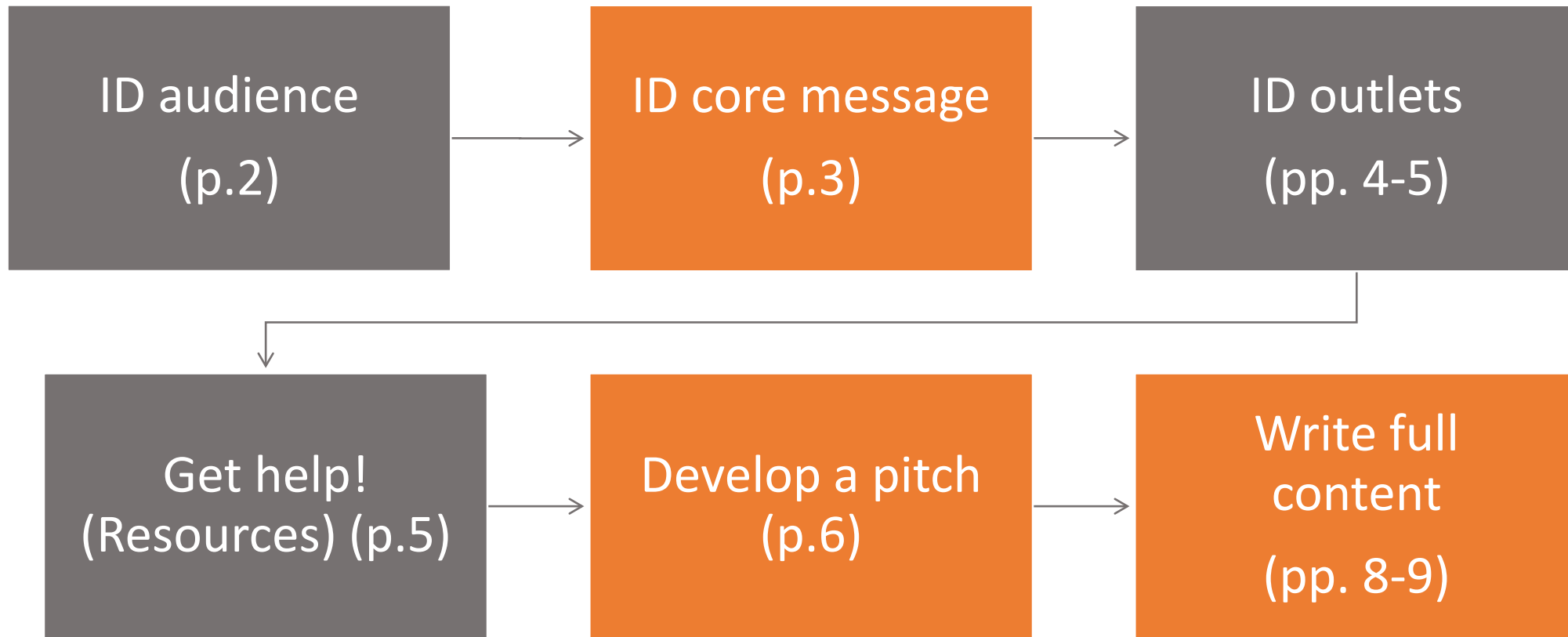
Network for
Business Sustainability

Research Translation Exercise

Presented by Maya Fischhoff
October 14, 2020

(with input from Bryan Keogh, *The
Conversation*)

Exercise (guide) structure





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Caveat 1: For impact, co-creation trumps translation.

Translation: Sharing your research with practitioners

Co-creation: Developing your research in interaction with practitioners.

(See: <https://www.nbs.net/cocreation>)

Caveat 2: In an ideal world, this wouldn't be your job.

Research, teaching, service...journalism?

But! We're doing this.



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Page 2: Who's your audience?

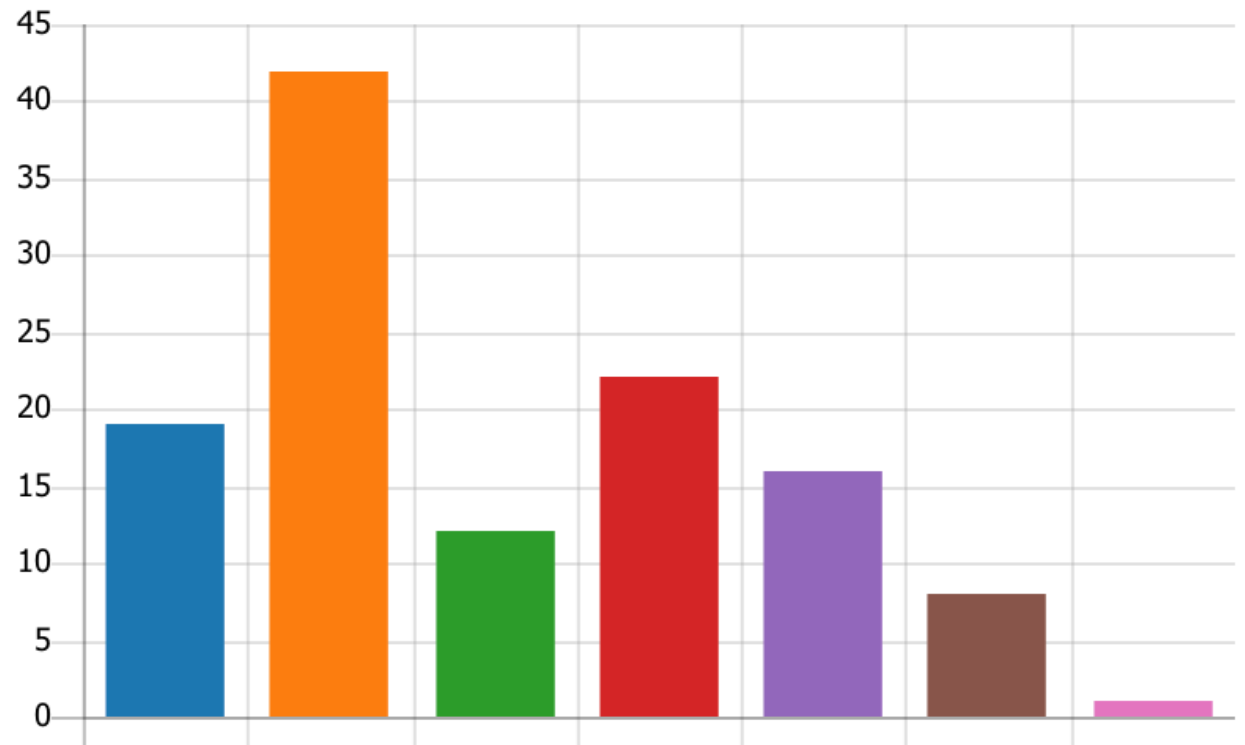
What groups or individuals would you like to see apply your research?

Survey responses

Who is the main audience outside academia for your research insights? (check all that apply)

[More Details](#)

General public	19
Business leaders	42
Employees/workers	12
Government	22
Nonprofit leaders	16
Others	8
I have not identified a main au...	1





Page 3: What's Your Message?

What do you want to tell this audience?

Think in terms of a **headline** (10 words)

And a short **paragraph** that elaborates.

Some NBS headlines:

- *Build Business Resilience to Crises*
- *How to Motivate People Toward Sustainability*
- *3 Reasons Employees Act Unethically*
- *Digital Tools Can Bring Sustainability to Scale*



Pages 4-5. What Outlets Will Reach Your Audience?

Some ideas....

General public: *The Conversation* (<https://theconversation.com/becomeanauthor>), local media

Business audience: Industry/ professional associations, other practitioner-oriented communications, business sustainability outlets including NBS (<https://www.nbs.net/contribute-an-article>).

Policymakers and NGOs: Volunteer on civic bodies e.g. local commissions, reach out

Page 5. What Resources Can You Tap?

Some ideas...

- Your university media relations staff
- Your research partners outside academia (co-create content, test audience)
- Your friends, outside academia (test audience)
- Colleagues who can mentor
- Students who can create content
- Grant funds



Page 6: Develop a Pitch

Introduce your material to a potential outlet or advocate

Usually, in the form of an email.

To [specific individual]:

Subject [<10 words]: Proposing article: Employee activism can drive social movements

Body [2-3 paragraphs]:

- Topic
- Why it matters (application, relevance to current issue). NBS: “What do managers need to know?”
- Your evidence (published research, strong data)



Pages 8-9: Write the Content

Tips:

- Keep it short (e.g. 800-1200 words)
- **Hook** the reader with something in the news, a fundamental question, a story....
- Be clear: No jargon! Use short sentences, simple vocabulary, active voice, subheadings, bullets
- Emphasize relevance with practical takehomes and guidance and case studies and anecdotes. (But don't be simplistic.)
- Credit your methods/ research
- Be creative

Help Us Help You

<https://www.nbs.net/contribute-an-article>



Share Your Idea

Do you know new ways for business to advance sustainability? Tell us, so we can tell others.

Take 5 minutes to describe your idea. NBS's Content Committee will discuss how to share your idea with our international community.

Share With Us

<https://theconversation.com/become-an-author>

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