

**Knowledge Mobilization – Your Why**

*Answer the following:*

1. Why do you do this research?
  
  
  
  
  
  
  
  
  
  
2. Why is this research important?
  
  
  
  
  
  
  
  
  
  
3. Who does this research benefit?

**Your Kmb Goals**

*List 3 potential knowledge mobilization goals for your research.*

- 1.
  
  
  
  
  
  
  
  
  
  
- 2.
  
  
  
  
  
  
  
  
  
  
- 3.

**Stakeholders**

*List up to 5 potential target audiences/stakeholders for your research and identify why it is important for each of them.*

1.

2.

3.

4.

5.

**Project Partners**

*Review your list of potential stakeholders above. Which group(s) or specific member(s) from a stakeholder group would be a good project partner?*

### **Partner Participation**

*Looking at the stakeholder you identified above who could be a good potential project partner, specify some ways they can participate and help mobilize knowledge.*

### **Partner Roles**

*For those whose project involves formal partnerships and/or networks, consider the following:*

1. What is the role of each partner?
2. What is each partner responsible for?
3. How will decisions be made?
4. Are the right people involved?

### **Your Messages**

*List potential messages from your research for 3 different stakeholders.*

Stakeholder #1

Stakeholder #2

Stakeholder #3

### **KMb Products and Strategies**

*Think of one strategy you could utilize for one of the messages you identified. Consider who the message is for, how they access information, what level of language is needed, etc.*

Message:

Strategy:

Products:

Support:

### **KMb Process and Timeline**

*Where do you see knowledge mobilization throughout your research cycle?*

Identify for each of your stakeholders when they should be involved in your study or project for the greatest impact.

Note: Although KMb should take place during the entire study (and beyond!), some stakeholders may only be involved at certain points.

Stakeholder	When Should they be Involved?

**KMb Impact**

Refer back to your KMb goals and actions for stakeholder groups to help you choose 3 points where you would like to have impact.

- 1.
- 2.
- 3.

### **KMb Evaluation**

*Based on your products and strategies, which indicators could help you evaluate your impact?*

### **KMb Resources**

*Based on your KMb plan so far, what resources might you need?*

### **Budget Implications**

*What budget items are related to your knowledge mobilization plan?*

*\*Tip: Utilize existing resources where possible, including those of your partners.*

### **KMb Challenges**

*What potential challenges do you face based on the KMb plan you have created? What are potential solutions for those challenges?*