2018 Online KT Conference: Engaging Ways to Engage Stakeholders

Hosted by AIR’s Center on KTDRR

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Lost in Translation:
How to Manage Multiple Stakeholders and Communicate Research Effectively in an Era of Competing Facts
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  • Case study: Cancer Resource Center of the Finger Lakes

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Introduction

Chief of Staff: U.S. Senate and House of Representatives
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With President Obama, Boston MA

Chief Advocacy Trainer, March for Science, Washington, DC, 2018

Cornell University, Guest Lecturer, Science Policy Bootcamp, 2018
The Ingredients of Effective Engagement

This

Relationship-Building
Collaborating
Seeking Feedback
Listening First
Knowing Your Audience
Inspiring

Not This

Box-Checking
Dictating
Plowing Ahead
Preaching
Running on Autopilot
Droning
Engagement and Enlightened Self-Interest

Not just “nice to have”...

- Review panels include patient advocates
- Government funders recognize public’s right to know
- Two-way communication can deliver new information and knowledge
- Exposure to real-world impacts may motivate doctoral students
Engagement and Enlightened Self-Interest: Case Study

Stakeholders can add credibility, emotion to data-driven findings

- At 20th anniversary of ADA, accessible “on-ramps” to Internet, communication devices and services were major roadblock

- AFB, NFB, NAD, Perkins School, Gulf War veteran “humanized” issue

- "Your data is not your story - it’s a character in your story.”*

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Navigating a Diverse Stakeholder Landscape

Each stakeholder has particular interests and a sphere of influence:

- Funders
- Administrators
- Peers/collaborators
- Doctoral Students/Postdocs
- Patient advocates
Navigating a Diverse Stakeholder Landscape

Consider stakeholders your customers:

• Organize into categories

• Research, address interests of each category

• Calibrate messaging according to specifics of stakeholder segment

• Validate approach with trusted member of each category, if practicable
Navigating a Diverse Stakeholder Landscape: 5 Key Success Factors

“The Double A”:

- Transparency
- Humility
- Empathy
- Authenticity
- Active listening
Navigating a Diverse Stakeholder Landscape: 2 Landmines

“Double Trouble”:  

- Mismatch of expectations  
- The “illusion of inclusion”
Case Study:
Cancer Resource Center of the Finger Lakes

**Organization**

- Non-profit in Tompkins County, NY funded by Cornell grant, donations
- Provides full range of support for cancer patients

**Scientist - Patient Engagement**

- Monthly seminars with Cornell cancer researchers, patients
- “The patient-researcher partnership transformed our research”
Questions?

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Disclaimer

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