

10 Steps for Conducting Research on Your Farm or Ranch



Lesson 9 Worksheet Communicate Your Results

The full workbook is available online or to order in print at www.sare.org/research-workbook.

ASSIGNMENT

1. Describe the audience you'd like to reach to share your research and results.

2. What are the most important things your audience needs to understand about your project?

3. Where does your intended audience get the kind of information your project will provide?

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4. State your plan for communicating the knowledge gained in your experiment to this audience.

5. Ask someone else to look over your results, preferably someone who represents your intended audience and is unfamiliar with your project. Describe their response. How might you best help them to learn from your project and be excited about it?

ASSIGNMENT SELF-EVALUATION

1. Think about your target audience. How does the problem you addressed in your project affect them? Or, what parts of your experience with this project will they find most interesting?

2. Will your outreach help your audience to understand how your project applies to them and helps them solve the problem you started with? How could you improve in this effort?

3. How have you optimized your message to fit the delivery method you intend to use?

Example: *Since I plan to present my findings via social media, I have broken my discussion into small points that can be presented in 30-second video clips.*

4. Do you have the skills to implement your communication plan? If not, whom can you ask to help you with this?

5. What are the costs associated with this plan? Are they accounted for in your project budget?