



# TENACITY

ACADEMIC THIRD MISSION

COMMUNITY ENGAGEMENT FOR A KNOWLEDGE BASED SOCIETY

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# DETERMINATION

# DETERMINATION

## PLAN AND ACT

For good planning, you must answer four key questions: Who? When? Where? How will this action be done?

# DETERMINATION

## BE ACTIVE

Self-evaluate your ability to communicate and understand and be critical of your performance. Identify the weaknesses and strengths of knowledge and be independent in making decisions.



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# DETERMINATION

## STAY CONNECTED TO THE NEWS

Stay connected with the latest news and events. An informed person is an empowered person.



# DETERMINATION

## NEVER GIVE UP

Does solving problems and overcoming obstacles require too much effort and sacrifice? Do not give up! Continue, a little progress each day would lead you to the desired results.

# DETERMINATION

## STAY POSITIVE

If you are happier, you are a better student, a better friend and a better employee. Positivity helps you achieve your goals, overcome obstacles and be successful.

# DETERMINATION

## SET GOALS FOR THE FUTURE

Goal setting is an extremely effective technique for achieving goals. A goal without a well-made plan remains just a wish. Set SMART objectives: specific, measurable, achievable, relevant and time-bound.



# DETERMINATION

## MAKE A TO-DO LIST

A to-do list can help you organize your tasks  
in an efficient way.

Available to-do list apps: Any.do, Wunderlist  
and Pocket Lists.



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# INFORMATION

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## CONNECTION WITH REALITY

In order to open a public debate, the topics need to highlight a problem in everyday life, in public debate or in the media. To introduce the

topic, you could use:

- simple sentences;
- questions;
- abstract of scientific articles or journals;
- pictures;
- brief videos.

# INFORMATION

## SDGS EVERY DAY

Demonstrating the local, national, and international relevance of the topic encourages people to become actively involved and motivates them to move from being an observer to participant. Identifying the Sustainable Development Goals (SDGs) your topic contributes is important, but explaining what it means in everyday life, is important as well.

# INFORMATION

## AUTHORITY & SUPPORTIVE INFORMATION

Do not forget to cite others' work,  
or official statistical data will  
acknowledge the intellectual  
contributions of the authors and strengt  
the credibility of your own work

# INFORMATION

## INTERDISCIPLINARITY

Online presentation and discussion formats, such as science cafes, are a great way to create awareness about a certain topic and engage with the public. You can propose to organise a public event on the topic and invite members of the academic and local community to attend. Open Science should guide your approach!

# INFORMATION

## WHAT'S NEXT?

After a first impression, the second step is to provide more in-depth insights that could inspire and engage the public in participating. To create awareness and increase engagement you could:

- use webinars and podcasts,
- conduct interviews that involve testimonials and experts as collaborators,
- create a powerful visual graphic of the topic,
- create a brief survey (in a game format....Do you know it?).



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# INFORMATION

## 3 MINUTES OF YOU

Record a short video to present your idea: you will have only 3 minutes.

Let's start!



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# INFORMATION

## JUMP INTO THE PAST!

Psychologist Angela Duckworth defined GRIT as "perseverance and passion for long-term goals." The research suggests that grit is a better predictor of success than other factors, such as IQ or talent. Demonstrate your interest in the topic and motivation by sharing examples of failures and successes from your career.



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# INFORMATION

## SOCIAL MISSION

You want public engagement, so you should be able to demonstrate the relevance of your topic in terms of social impact.

### HOW?

- Think less like a researcher and more like an active citizen
- Demonstrate your democratic culture and that of your academic communities - as for SDGs, frame your research within a broader societal context.

# INFORMATION

## EXPRESS YOUR OWN VALUES

Since presentations' target are people, One way to hook people's attention in a presentation is to express your personal values and beliefs about the issue. If you are presenting to a general audience and discussing a topic with ethical implications, incorporating personal values or ethical considerations may help to engage the audience.

# COMMUNICATION

# COMMUNICATION

## CLEAR MESSAGE

To effectively communicate your message, simplicity is a must. Think as if you were speaking to your 80-year-old grandmother! Would she understand you? Make sure that you articulate clearly what your value proposition is, what your goals are, and why you want to achieve those goals. Simplicity also comes from having clear ideas: take a moment to think about what message you want to convey and make it explicit!

# COMMUNICATION

## THE 5CS

Make sure you put the user at the centre: use the 5c method. In order to ensure a meaningful experience, your content should take into account: clarity, consistency, communication, content accessibility, community.

# COMMUNICATION

## TONE OF VOICE

The best tone of voice during a presentation can vary depending on several factors, such as the topic, audience, and your personal style... However in general the best tone of voice should be strong and positive, clear and articulate, and natural. Tone, pace, and volume should all be varied over the course of a presentation.



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# COMMUNICATION

## LET'S START!

Here are five ways to effectively present a topic (choose the one that best suits your needs)

- 1 - Make a provocative statement
- 2 - Shock the audience
- 3 - Tell a story
- 4 - Quote an influential person
- 5 - Ask a question



# COMMUNICATION

## THE END

Here are five tips to help you wrap up a presentation:

- 1 - Reiterate the key points and your core message
- 2 - Mirror your opening statement
- 3 - Engage the audience and elicit a response to the statement
- 4 - Hand out materials
- 5 - Thank the audience



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# COMMUNICATION

## 10/20/30 RULES!

Kawasaki's 10/20/30 rule ensures that your presentation is legible and concise, making it more retainable:

- 1 - Create 10 slides at most
- 2 - Keep your presentation to under 20 minutes
- 3 - Use a minimum of 30 point font or bigger



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# COMMUNICATION

## INNOVATION & ENTREPRENEURIAL THINKING

Research and innovation help us compete globally through a unique social model. They improve the daily lives of millions of people in Europe and the rest of the world, helping to solve some of the major social problems. Present your research from an innovative point of view!

# COMMUNICATION

## NO REINTERPRETATION

When talking about a topic, you will create discussions and interactions between people. It is important to gather feedback from users and pick up on possible topics to talk about. However, make sure you do not interpret the words or questions of users, put yourself in an active listening position and be open to the opinions of others. If you have proposed a topic, write news articles to reflect on what shared by readers.



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# COMMUNICATION

## RESEARCH IN PILLS

Write simple concepts, explain acronyms, cite sources or add external sources that can help make your argument clearer. It may help to divide your topic into smaller parts, like pills! It makes your content more usable for users and entices them to go deeper into your topic.



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# TOOLS

# TOOLS

## WONDERFUL IMAGES!

Improve the presentation of the texts by increasing their attractiveness with images and illustrations. Visuals help to improve the perception and presentation of the content, to create interaction and interest. Non-copyrighted images can be found on specific websites and used free of charge.

# TOOLS

## HIGH-LEVEL GRAPHICS

If you want to create impressive presentations, there are several tools that can help create unique and imaginative results by combining design and presentation software. You can use custom presentation templates or even make your own unique templates.



# TOOLS

## MIXED TECHNIQUES

Use mixed techniques to increase visibility.

Share content through different social networks, use simple catchphrases, quote graphics, images, infographics, videos and animations. Don't forget to share your content starting a hashtag (#) campaign, to boost user engagement.



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# TOOLS

## EDIT A VIDEO

Videos and animations are effective ways of engaging target audiences. Video editors are broadly available and some of their features include video cropping, trimming, splitting, combining, resizing and speeding-up. You can optimize your video by adding backgrounds, filters, stock, transitions, logos, text, music and other special effects.



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# TOOLS

## GAMIFICATION & LEARNING ACTIVITIES

Modern learning and engagement practices include gamification and interaction tools. There are several online tools that can facilitate learning and engagement activities by use of interactive boards, infographics, music, videos, animations, quizzes, and more. These tools support both individual and collaborative designs.

# TOOLS

## CATCHING ATTENTION

It is important to incorporate visual aids into presentations. Visual aids help us to convey our ideas and messages more effectively and increase the likelihood of audience participation by stimulating interest



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# INCLUSION

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## INCLUSIVE LANGUAGE

Use inclusive language. Use language that your target audience can understand and avoid the use of abbreviations. Try to keep language gender neutral, only using feminine and masculine pronouns when it is relevant.



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# INCLUSION

## DEBATE MODERATION

Stay neutral, promote discussion and sharing of ideas. While doing so, ensure everyone gets a chance to speak. In the description of the topic, set ground rules e.g. respect everyone's contribution, no disparaging comments, motivate opposite ideas. Handle dominant participants by acknowledging their contribution, redirecting the discussion to another person or topic, or reframing their comments. Use the news section to give feedback and further instructions to further moderate the discussion.

# INCLUSION

## TARGET & NEED

Take time to understand your target group, their needs, interests, lifestyles and priorities. Consider any barriers and what you can do to ensure that they don't stop your target audience from participating.



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# INCLUSION

## INCLUSIVE PARTICIPATION

Consider a range of perspectives and backgrounds. Think about everyone you should engage and identify individuals who might not traditionally be included. Create an environment where everyone feels valued and welcome.

# INCLUSION

## CONTENT ACCESSIBILITY

Ensure your online content is accessible to people with disabilities. The Web Content Accessibility Guidelines (WCAG) are an international set of recommendations for making web content accessible to people with disabilities. Digital accessibility can benefit everyone, making content easier to navigate for all.

# EQUITY

# EQUITY

## EASY WORDS

Avoid jargon and acronyms and make sure everyone can understand your content. Ask a professional from a different field or a friend to double check your content.

Consider how much your audience will already know about your topic and how you can link new material to things they might already understand.

# EQUITY

## CULTURAL BACKGROUND

Create a multicultural classroom.  
Use references and analogies to other cultures in your lessons and assignments to help students with cultural diversity connect with themselves and others.

# PARTICIPATION

# PARTICIPATION

## OPEN THE DEBATE!

To promote a good debate, your speech should have a clear structure and consist of an introduction, highlighting your arguments and a conclusion that must include the main reason why your arguments are good.



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# PARTICIPATION

## COLLABORATION

To be able to collaborate and share views with a person from a different field, it is important to be clear about the content that is going to be discussed. Identify the appropriate spaces for autonomy and cooperation.



# PARTICIPATION

## SOCIAL NETWORKING

To move discussion onto social media, select the most appropriate platform(s) to use, ensuring they are suitable for the content you are discussing and how you want to display the content.



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# PARTICIPATION

## PODCAST

Be clear about the subject: develop a podcast concept; choose your podcast format; setup podcast recording equipment.

Make sure you have a quiet space for recording and editing.

# PARTICIPATION

## OPEN CHALLENGES

To engage your audience, launch open challenges for them to try and answer.

E.g. issue challenges to change daily behaviour (e.g. try to use your bike at least 3 times this week instead of the car)



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# PARTICIPATION

## 1,2,3...INTERVIEW!

Interview a faculty member or expert in the topic you are focused on...record a video or short podcast of a few minutes to convey the salient themes of your main topic.



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# DECISION

# DECISION

## HAVE A PLAN, NOT JUST AN IDEA

It is important to enliven the discussion, publish content, engage people, and spread the proposed topics... prepare a plan in which you decide how much and when to share content, when to write texts, record videos, or prepare podcasts. Allow enough time to create good work and engage people! In this platform you can add news to update the readers on the topic.

# DECISION

## TIME MANAGEMENT

For effective time management it is important use a good planning tool. It should be easy to read... and allow you to plan your time/work by the hour Plus change to "of how your days/work adds up" (NB it is work not works). also suggest ending it as "of your workload for the whole month.

# DECISION

## PRIORITIES

Don't waste time and energy, focus on your priorities: write your priorities down; make a list with deadlines for each priority; create a method for prioritizing individual assignments, tasks and deliverables and assess your system regularly.



# DECISION

## DESIGN YOUR ROADMAP

A roadmap is much more than a to-do list of upcoming tasks. It shows the work you will do to achieve your goals, and displays it all on a visual timeline for completion. A roadmap is a distinct document that communicates progress and shows how the work of the entire team contributes to the overarching strategy. The steps to take when building an effective roadmap: identify goals; establish a plan of action; create a draft roadmap; measure the results.

# DECISION

## PERFORMANCE

Measuring your engagement performance effectively can ultimately allow you to monitor success. For effective marketing performance you need to identify: the problem with common marketing metrics to measure performance, best ways to measure marketing performance and improve marketing measurement. Metrics like Likes, Followers, Clicks , Impressions, Conversions only highlight the potential of your marketing.



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# DECISION

**REFLECT**  
**REFINE**  
**REPEAT**

Whatever actions you decide to take, you should be conscious that you will likely need to refine them over time.

Big changes can take time, so reflecting on your approach and refining it periodically will likely be integral parts of the process.



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# DECISION

## THE PERFECT STRATEGY

Here are some things to consider when working on effective communication: What information are we ready to communicate now? What information cannot yet be shared? Which communication channels will we use (both formal and informal)? What questions can we anticipate? What are the appropriate responses to those questions? Which is the target group?

# DECISION

## CREATIVITY

In order to find new ways to explain the same topic, you should: read a lot of different sources on the topic (scientific literature in different fields, empirical studies, etc.), use a lot of examples, try find all possible sub-topics; communicate with researchers who could help and inspire you.

# DECISION

## TOPIC & CHALLENGE

How can you best handle the challenges you may face? Describe the ideal attitude you would need to overcome complex challenges. Reflect on a challenge you faced previously and what you learned from it, whether positive or negative.

