Key considerations for doing KMb

Offer more
- People consume information in different ways.
- Using multiple strategies to reach your audience is generally more effective.

Actively engage
- By actively engaging your audience you can help to bring about change.
- Consider how you can interact with and involve your audience in shaping your message.

Keep it real
- Think about what knowledge your audience needs.
- Package your message in a way that is easy for people to apply in their day-to-day lives.

Reach out
- Consider developing a communications strategy to plan out how you’ll deliver your message to your audience.

Think BIG
- Consider the potential of mobilizing this knowledge.
- With an effective message, you can generate awareness, challenge old ways of thinking and inspire action.