Guidelines to develop a knowledge exchange plan

The following guidelines are intended to help researchers reflect on how they can embed a combination of communication and partnership strategies throughout their work in order to drive positive societal change with their research.

There is no single correct structure for a knowledge exchange (kx) plan—feel free to use text, headers, diagrams, timelines, etc. The purpose of this document is not to prescribe a unique method to use, but rather to raise key considerations that help walk through the steps of the kx process.

<table>
<thead>
<tr>
<th>Kx components</th>
<th>Some questions to consider (non-exhaustive)</th>
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<tbody>
<tr>
<td>Goal</td>
<td>• What need, challenge or opportunity do you hope to address?</td>
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| Collaborations| • Who are your existing partners and collaborators? How might their insights and expertise help drive the change you hope to create?  
• Who will you work with? At what point will you engage with them, and to what degree?  
• What resources will you invest to help your partnerships thrive?  
• How will you gather, store, manage and share your data and findings? |
| Audiences     | • As you disseminate your research findings, who will be your target audiences?  
• When will you communicate with these audiences throughout your research process?  
• Which channels will you use, and why? |
| Strategies    | • What steps and activities will you put in place to achieve your goals?  
• What opportunities and obstacles do you anticipate? How might you address them?  
• What resources will you leverage (funding, UBC infrastructure, etc.) to carry these strategies forward? |
| Feasibility   | • Which of your strengths will you leverage to achieve this plan?  
• Where do you need to build capacity, and how will you do so?  
• Will you seek additional training in specific areas?  
• Will you seek support from staff, colleagues, students, or partner organizations?  
• Which components of your plan will require regular attention, and how will you sustain these pieces? |
| Next Steps    | • What are the next three steps you will take to achieve this goal?  
• What core milestones will signify that you are making progress? |