**S.P.I.N. Framework**

**Communicating your research with impact**

S.P.I.N. stands for **S**ituation, **P**roblems, **I**mplications and **N**eed.

Why do people use S.P.I.N.? Professionals in business, government and other sectors have used the framework to help them structure their communication and connect with their audience.

Want to connect with your audience? Use S.P.I.N. to help you think through how to communicate your ideas, research story, requests for funding, etc.

Consider the examples provided on the next page and apply the S.P.I.N. questions to your graduate research.

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|  | 1. **S**ituation | 2. **P**roblems | 3. **I**mplications | 4. **N**eed |
|  | * What societal trends or issues might your research relate to? * What key facts and insights can you identify relating to the status quo? * Relating to these topics, what might be of interest to your audience? | * What problems or challenges might exist? What are the limitations or current responses or gaps in knowledge? * Of these issues, are any particularly relevant (important or of interest) to your audience and research? | * If nothing is done, what is likely to happen? What will we miss out on? * If the challenges are addressed, what tangible, specific benefits might arise? * Who, or what, will benefit from taking action? Is this relevant to your audience? | * What are you doing or proposing to do to help address this problem or opportunity? * Why is your particular research important or unique? * Why are you credible to help resolve this issue? Why is this value for money? What tangible outcomes or benefits are you hoping to achieve? |
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| ***Examples to get you thinking …*** | ***If you’re researching sea turtles…*** *perhaps start by telling people about their size, their abundance, the number of species, etc. Ideally includes some anecdotes, insights and images that capture people’s attention and spark curiosity amongst your audience.* | *Now… you might tell people about the problems or opportunities that sea turtles face – are they, for example, impacted by coastal development, fishing-related developments, climate change and ocean acidification, marine plastic debris…?* | *Now… you might outline why these problems or opportunities matter – to sea turtles, to tourism, to the ecosystems in which the turtles live. If these challenges are not addressed what might be the consequences – and why does this matter.* | *Now… explain how your particular research contributes to better understanding, or addressing the problems and implications you have described. Explain what you are investigating, how, your progress to date, and future directions.* |
| ***If you’re researching preschoolers…*** *perhaps tell people about the number of young children in Australia, how often they attend pre-school, anecdotes about their everyday life, about trends in society to which they are exposed (e.g. rise of technology).* | *Now… you might tell people about the problems or opportunities facing preschoolers and pre-school education (e.g. increasing use of technology, less time outdoors, comparative data between Australia and other countries).* | *Now… you might outline why these issues matter – to them as individuals, their families, their longer-term educational outcomes and broader society.* |
| ***If you’re researching neuroscience…*** *perhaps spark your audience’s interest via some facts, insights, anecdotes or images relating to how humans think and how our brain works.* | *Now… you might tell people about gaps in our knowledge of neuroscience, about what we don’t know and where the research community is directing its efforts.* | *Now… you might outline why focusing on these knowledge gaps matter. What will it help us understand, will it help us better diagnose or treat particular medical conditions, or are there other implications if we ignore these challenges?* |
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