



LUMIN

Lesson 1 | Fact Sheet

Turn your findings into compelling communications

- As a social change organisation, your research will most likely aim to inform the actions of your readers.
- So - your findings will trigger change.
- Your study can be on any scale - be it an annual survey of thousands to support longitudinal research, or a one person research report specific to your field.
- By the same token, it can be undertaken with any goal in mind. Be that to:
 - a. Prove your case
 - b. Make a point
 - c. Educate an audience
 - d. Prompt action
- Any research you undertake, with any end goal, will always require storytelling to reel people in and help them understand the findings.
- Stories are how we process the world around us, accessing our emotions and our brain, and that's important.