

# A GUIDE TO SETTING YOUR KNOWLEDGE MOBILIZATION GOALS

---

# TABLE OF CONTENTS

02

What is  
knowledge  
mobilization?

03

Developing  
SMART goals

07

Acknowledgements

# WHAT IS KNOWLEDGE MOBILIZATION?

Knowledge mobilization is a broad term that refers to a range of activities pertaining to the production and use of research for impact. Knowledge mobilization aims to co-produce the *right information* that can be widely shared in the *right format* to the *right knowledge users* at the *right time* to maximize the impact of research.

## Related terms for knowledge mobilization:

Knowledge translation, implementation science, integrated knowledge translation, knowledge management, knowledge exchange, and knowledge transfer

## EXAMPLES OF KNOWLEDGE MOBILIZATION ACTIVITIES



Partnership building with key stakeholders across multiple levels.



Co-production of knowledge mobilization products that meet the needs of knowledge users.



Community-engagement research.



Evaluation and impact assessment.

## EXAMPLES OF IMPACT



Build capacity of learners in remote and rural communities.



Inform decisions, processes, and/or practices of community-led, culturally relevant play-based programs to empower Indigenous youth to build life skills.



Improve programs, and services that places reconciliation into action in partnership with Indigenous communities.

### Guidelines for Effective Knowledge Mobilization

Social Sciences and Humanities Research Council categorizes knowledge mobilization activities into 4 domains (co-creation, broker, exchange, and dissemination) using a chart to provide examples of activities under each domain.

# DEVELOPING SMART GOALS

## WHAT ARE SMART GOALS?

The SMART method can help us formulate quality goals based on the following 5 characteristics:

# S

Specific

The more precise your goal is, the clearer you are on the direction needed to achieve the goal.

# M

Measurable

By establishing an objective and quantifiable way to track and measure your progress, you may have a better idea on the degree in which you have achieved your goal.

# A

Attainable

While you do not want to set goals that are too easy to achieve, your goals should not be impossible to achieve.

# R

Realistic

When taking into account the resources available to you, your goal should be realistic enough to achieve.

# T

Time-Bound

By setting an end date on when you expect to achieve your goal by, you may feel more motivated to achieve your goal. When you recognize that there is a time limit to achieving your goal, a sense of urgency is created.

# GUIDING QUESTIONS

We came up with a few guiding questions to help you start thinking about developing your own SMART knowledge mobilization goals as it relates to each stage of the [Co-produced Pathway to Impact](#).

STAGE OF CO-PRODUCED PATHWAY TO IMPACT	QUESTIONS
Research	<ul style="list-style-type: none"><li>• What are research questions that you have to gain knowledge in an area that will advance the impact of your work?</li></ul>
Dissemination	<ul style="list-style-type: none"><li>• Who are your knowledge user(s)?</li><li>• How can you share knowledge in a way that will achieve impact?</li><li>• How will you cater the dissemination of your knowledge products to your knowledge user(s)?</li></ul>
Uptake	<ul style="list-style-type: none"><li>• How would you like this information to be used?</li><li>• How can you facilitate a more accessible uptake of information among your target audience?</li></ul>
Implementation	<ul style="list-style-type: none"><li>• How can knowledge help you create opportunities and overcome challenges in implementing policies, practices, and/or services?</li></ul>
Impact	<ul style="list-style-type: none"><li>• What is the impact that you would like to see for the communities that you are working with?</li><li>• How can you leverage knowledge mobilization as a way to maximize impact?</li></ul>

## GENERAL QUESTIONS

- What partnerships would you like to develop at each stage of the knowledge mobilization process? Please specify partners, organizations, communities, etc...
- How can you better foster collaboration to achieve the impact that you would like to see?

# EXAMPLE OF A SMART KNOWLEDGE MOBILIZATION GOAL

## SMART GOAL

Recruit at least 135 attendees from relevant industries by February 25th, 2023 for March 4th, 2023's webinar that will amplify learnings on making education more accessible in Indigenous communities.

### Specific

Increase the number of attendees within relevant industries for an upcoming webinar by creating targeted digital and print communication products to promote the webinar to appropriate networks through relevant channels.

### Measurable

Engage a minimum of 135 attendees from relevant industries to join the upcoming webinar.

### Attainable

Within a month of promoting the webinar through the e-newsletter, website, and Facebook, 95 people registered for the webinar. With one more month to go, it seems possible to engage 70 more registrants through channels that have not been explored yet, including but not limited to relevant events, online forums, and communities of practice. With the aim to engage a total of 165 registrants, if 30 or less registrants are unable to attend, it is still possible to engage a minimum of 135 attendees for the webinar.

### Realistic

By promoting the webinar to people from relevant industries in a targeted manner, it is more likely that these prospective registrants will attend the webinar because the content of the webinar will be relevant to their work as it relates to making education more accessible to Indigenous communities.

### Time-bound

To engage a minimum of 165 registrants by February 25th, 2023, so that there are a few more days before the webinar to modify the engagement strategy to achieve the ultimate goal of engaging 135 attendees for the webinar on March 4th, 2023.

# TEMPLATE: SMART KNOWLEDGE MOBILIZATION GOAL

Use this template to create your SMART knowledge mobilization goal.

## SMART GOAL

Specific

Measurable

Attainable

Relevant

Time-bound

# ACKNOWLEDGEMENTS

This resource on setting your knowledge mobilization goals is funded by the Government of Canada's Future Skills Centre.



**Future Skills**  
Centre

Centre des  
**Compétences futures**

---

## CONTACT



Research Impact Canada

4700 Keele Street  
Toronto, Ontario  
M3J 1P3

<http://researchimpact.ca/>  
[info@researchimpact.ca](mailto:info@researchimpact.ca)

