

# 7 ways to connect to your audience when communicating evolution

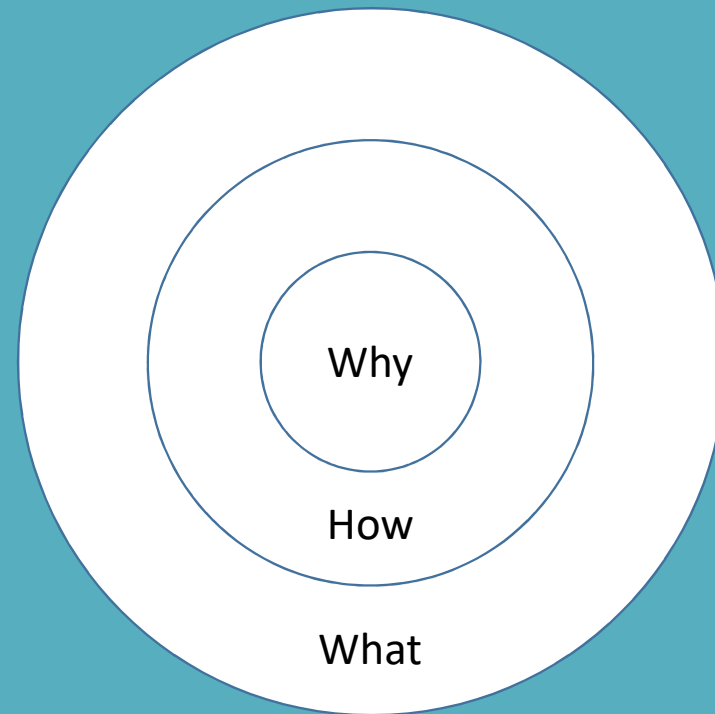
Training material for scientists - EuroScitizen workshop

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# 7 ways to connect to your audience

- 1: Show them who you are
- 2: Find and confirm shared values
- 3: Set high goals – point to the stars
- 4: Tell a story
- 5: Build on existing knowledge
- 6: Repeat, repeat, repeat
- 7: Involve them – ask questions (and other stuff)

# 1: Show them, who you are



## 2: FIND and CONFIRM shared values





3: Set high goals and point to the stars

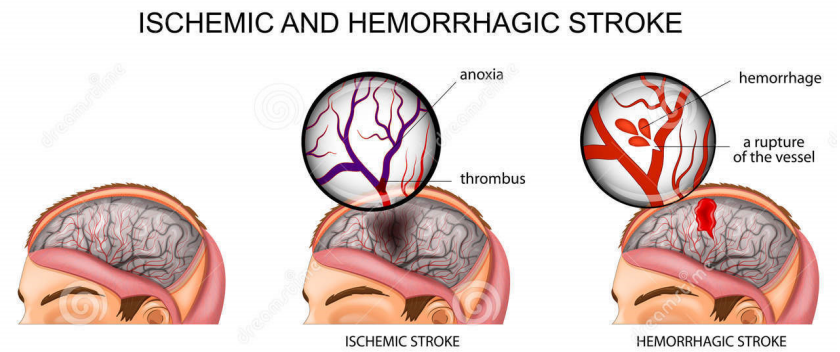
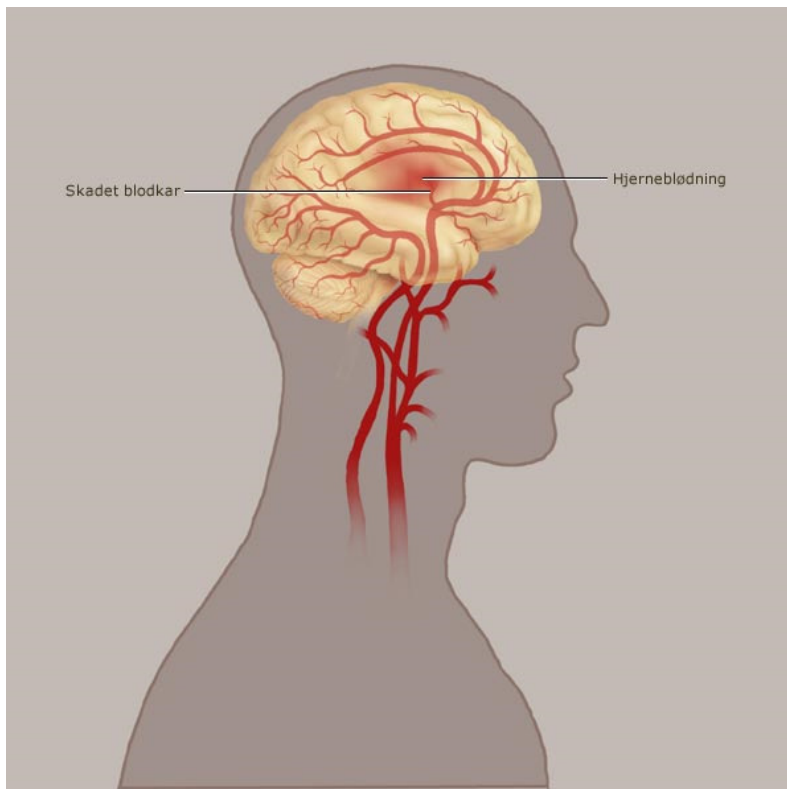




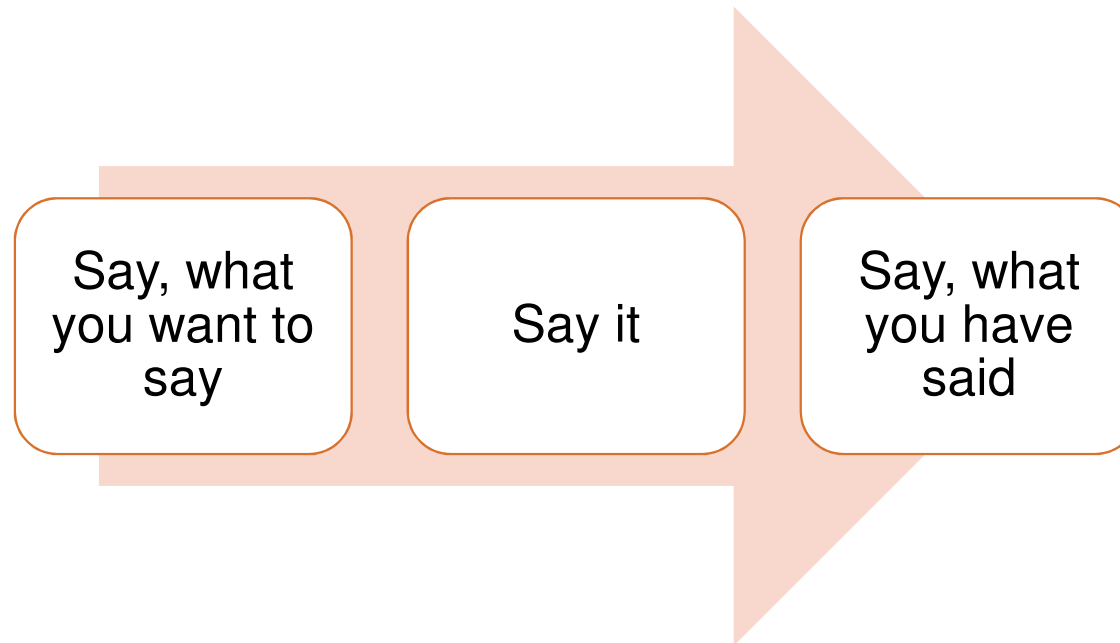
## 4: Tell a story



## 5: BUILD on existing knowledge



## 6: Repeat, repeat, repeat...





## 7: Involve them – ask questions

From the start: To learn, what they know about the subject

During: To sharpen their attention

In the end: To make them reflect on what they have learned



# Acknowledgment

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