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UNIT 2 LINKS

10 top tips for researchers who want to change the world

Let's face it, a lot of research just gathers dust on a shelf. An [analysis of World Bank publications](#) once showed that a third had never been downloaded, by anyone – ever! Most researchers I meet want to change the world, it's just that very few of them know how. They sweat blood doing the heavy lifting of analysing massive datasets and wait for what feels like forever for the results of longitudinal panel surveys. The last thing they want is for their research to go unnoticed.

<http://www.welltoldstory.com/consulting-story-10-top-tips-for-researchers-who-want-to-change-the-world/>

Why the world of PR is changing

The PR landscape, like the media landscape, has changed beyond all recognition, and public affairs now covers any interaction between any two people or organisations.

http://www.huffingtonpost.co.uk/alastair-campbell/pr-world-is-changing_b_3511449.html

The little big thing

Sometimes we forget about the little thing, that makes the big thing happen.

<http://www.welltoldstory.com/consulting-story-the-little-big-thing/>

Don't forget to ASK

We must continue to set our objectives, and analyse and segment our audiences before planning our messaging but unless we ASK, we won't get. New York's Metropolitan Transportation Authority ASKed their customers to behave better and just a year later, they have an urban railway system that is a pleasure to use. They asked for better behaviour and the whole of New York City has benefited.

<http://www.welltoldstory.com/consulting-story-dont-forget-to-ask/>

Once more, with feeling? Emotional communication in think tanks

The most effective communication is the one that work on both a rational and an emotional level. The one that engage both your heart and your mind. But in our think tanks, we sometimes downplay our emotional propositions in order to prove how rational we are.

<https://wonkcomms.net/2013/06/26/emotional-communication/>

Finding home: voices of the Baltimore housing mobility program

<https://tcfdotorg.atavist.com/finding-home>

Policy briefs in a swimming pool

There's a time and a place for everything. But the best time for policy briefs is not six o'clock in the evening at the end of an all day conference. And the best place for policy briefs is not at a cocktail party, and certainly not floating on the surface of a hotel swimming pool.

<http://www.welltoldstory.com/policy-briefs-in-a-swimming-pool/>

Finding home: how the Century Foundation took its first small step beyond the PDF

This post walks you through the way in which the Century Foundation produced its first ever digital-native report.

<https://wonkcomms.net/2014/03/24/how-the-century-foundation-took-its-first-small-step-beyond-the-pdf/>

Long-form metrics: what to measure and how to measure it

The [benefits of long-form content](#), [reasons to use it](#), [how to design it](#) and [ways to build it](#) are all covered elsewhere. This article is just about measuring the extent to which your audiences actually pay attention to it.

<https://wonkcomms.net/2016/04/07/long-form-metrics-what-to-measure-and-how-to-measure-it/>

Defying gravity: why the 'submarine strategy' drags you down

A lot of think tanks and research organisations end up using a submarine strategy. They don't do it deliberately. It's just what happens, by default, in the absence of a communications strategy.

<http://www.welltoldstory.com/defying-gravity-why-the-submarine-strategy-drags-you-down/>

After Action Reviews: the power of the 'feedback loop'

My favourite kind of meeting is an 'after action review'. It's that meeting when you get the team back together again, once the dust has settled, and you talk about *whathappened*, *why* it happened, and *how* it could have gone better.

<http://www.welltoldstory.com/consulting-story-after-action-reviews-the-power-of-the-feedback-loop/>

Strategy is a process, not a document

We often get asked by organizations if we will write them a communications strategy. We could, but we won't. Because we believe that strategy is a process not a document.

<http://www.welltoldstory.com/consulting-story-strategy-is-a-process-not-a-document/>