

Contents

| | |
|-----------------------|----|
| List of Illustrations | ix |
| Preface | xi |
| Acknowledgments | xv |

PART ONE. FUNDAMENTAL CONCEPTS FOR CHAMPIONING SCIENCE

| | |
|--|----|
| 1 Becoming a Champion | 3 |
| 2 Self-Aware and Self-Correcting: The Key to Effective Communication | 10 |
| 3 Extracting the Essence | 14 |
| 4 Who's Listening? Know Your Audience | 27 |
| 5 Why Scientists Communicate Poorly outside Their Field | 42 |

PART TWO. MECHANICS OF CHAMPIONING SCIENCE

| | |
|--|----|
| 6 The First Two Minutes: Show Your Passion | 57 |
| 7 Crafting Key Messages and Narratives | 66 |
| 8 The Power of Language | 85 |
| 9 Designing Effective Visuals | 95 |

PART THREE. HONING YOUR COMMUNICATION, INFLUENCE, AND EMOTIONAL INTELLIGENCE SKILLS

| | | |
|-----------|---------------------------------------|------------|
| 10 | Improving Your Speaking Skills | 127 |
| 11 | Influence and Persuasion | 137 |
| 12 | Managing Your Emotions | 159 |

PART FOUR. APPLYING THE CHAMPIONING SCIENCE SKILLS

| | | |
|-----------|---|------------|
| 13 | Translations, Templates, and White Papers | 175 |
| 14 | Strategies for Creating Successful Relationships with Sponsors | 186 |
| 15 | Exercises for Applying the Championing Science Skills | 193 |
| 16 | High-Impact Examples of Championing for a Cause | 207 |

| | |
|---|------------|
| Appendix: The Champion's Bookshelf | 227 |
| Notes | 231 |
| Index | 241 |