

# 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**

<b>10</b>	Improving Your Speaking Skills	127
<b>11</b>	Influence and Persuasion	137
<b>12</b>	Managing Your Emotions	159

### **PART FOUR. APPLYING THE CHAMPIONING SCIENCE SKILLS**

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

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