

Promoting Evidence-Based Insights

Translate complex evidence into simple insights.
Engage stakeholders in productive conversations
– suitable for marketing, R&D, analytics, or
advocacy.

Focus on four essential elements:

1. Top-line
2. Evidence-based
3. Bite-size
4. Reusable

1. Top-line

Emphasize insights that are meaningful to stakeholders. Develop a top-line, **executive-summary level** message: Begin with an aha! moment that holds people's attention.

Clearly state your key insight. Briefly explain the supporting evidence and your evaluation capabilities. Give details in later communications.

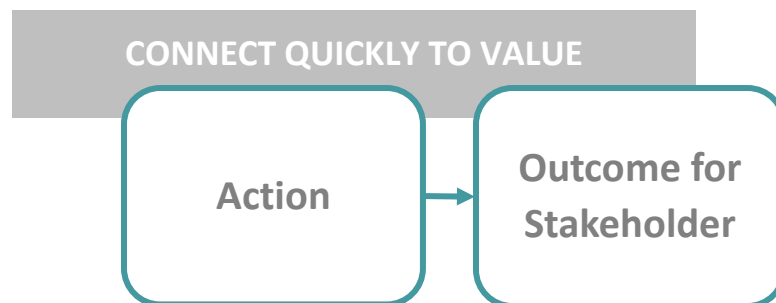
Tell a **short background** story, because long ones make people skeptical about the value of whatever is being promoted. Show how A is connected to B, but only after establishing that B really matters.

EXAMPLES

For clients: Do show your understanding of **business drivers**, and your strategy for improving outcomes. **Don't bog down** in technical jargon.

For investors: Do emphasize how you offer a **promising investment**. Don't over-explain your product or service.

Provide a simple synthesis of available insights. Diagram how the pieces build on one another, and construct a **logical value story**. But this isn't about storytelling: Narrative has its place for connecting with people, but your goal is to reveal key insights.



2. Evidence-based

Alleviate people’s pain when evaluating complex evidence. **Establish credibility** by briefly explaining the evidence supporting your conclusions. Overcome doubts by preemptively addressing questions.

What was your data set, and what **analytical methodology** was applied? How did you weigh qualitative evidence, resolve conflicts, and synthesize findings? Present **simple, structured specifics** to illustrate your data, analytical capability, and predictions for future outcomes.



Showing how evidence was derived gives people confidence, and gives you the opportunity to demonstrate a deep understanding of the art/science of discovering insights. Be sure to **connect your evidence with top-line value**.

3. Bite-size

Engage your audience with thought-provoking, capsule-form content. Even the savviest subject matter experts need information that's easily consumed.

This means visuals. This means key insights in a few words. Give them an **aha! moment**, not a knowledge salad.

Avoid lengthy content when possible. When long-form reports, white papers, or research articles are necessary to your message, create short-form, companion content to **mobilize your insights**. Activate face-to-face and online.

'Bite size' does not equal 'bullet speak'. **Do deliver crisp insights** showing how you offer value. **Don't devolve** into bullet lists.

For a humorous take on this, see *The Onion's* 2010 classic: [Nation Shudders at Large Block of Uninterrupted Text](#)

EXAMPLES

Supplement a white paper with a set of insights organized around your value story. In addition to a traditional bibliography, **offer a set of visuals** highlighting the evidence derived from key citations.

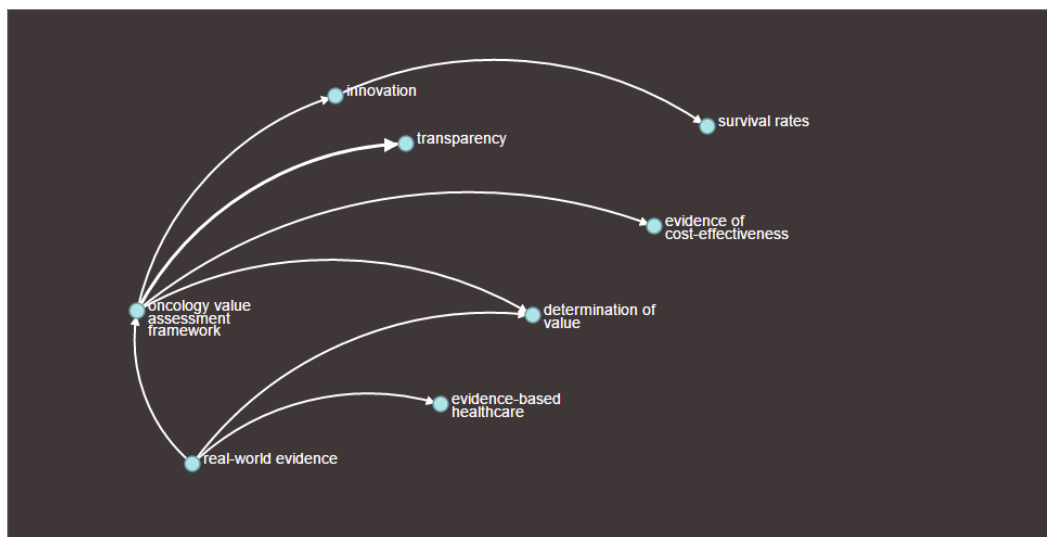
Replace a PowerPoint slide deck with **a single slide** illustrating your core insight. Then point to supporting evidence as needed.

4. Reusable

Evidence evolves gradually as you formulate ideas and demonstrate value. But rather than crafting new content for each opportunity, project, or marketing campaign, focus instead on building an **inventory of reusable insights**.

Know what you know. Throwaway content is expensive. Capture individual insights in a structured way: Build a database or library of evidence-based findings. Diagram how they connect and create value.

EXAMPLE



Get practical tools for promoting and managing evidence-based insights.

Sign up for a **free [PepperSlice](#)** account.