

# From Lab to Leadership: Empowering Scientists to Speak for Discovery

## The Science of Connection: The Training Model

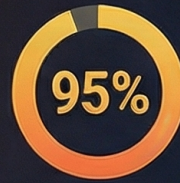


**Beyond Jargon to Empathetic Connection**



**The 'Spark Story' & Super-Objective:**  
Authenticity

Recognize listener cues & manage physiological responses. Rediscover passion, connect purpose.



**Actionable Impact:**  
Immediate, relatable communication

95% of surveyed faculty reported immediate utility.

## Bridging the Gap: Target Audiences & Reach



**Influencing Legislators & Granting Agencies:**  
Craft Compelling Pitches



**Engaging Reporters & Media:**  
'On-Camera' Training for News



**Serving the Public:**  
Humanizing Complex Topics



'Deep Look' series humanizes science (e.g., COVID-19, climate) for global audience.

## A Universe of Breakthroughs: Represented Disciplines



**Marine Biology & Ocean Science:**  
Ocean Conservation Advocacy



**Plant Pathology & Genomics:**  
'Molecular Detective' Work



**Genomics & Medicine:**  
RNA, Cancer, & Health



**Chemistry & Physics:**  
Sensors, Atoms, & Light



**Math:** Visualizing Transcendental Concepts

## The ROI of Effective Communication: Benefits & Growth



**Participants Served:**  
Massive Network of Advocates  
Over 60 workshops,  
100 coaching sessions.



**Career-Defining Results:**  
'Best Poster' Prizes,  
Professional Recognition



**Increased Support for Science:**  
Successful Site Visits,  
Critical Funding