

How to Present Research Findings Clearly

A practical method for turning research evidence into clear understanding and informed security decisions.



avsec-resilience.com





Define the purpose of the presentation

A clear purpose helps you decide what the audience needs to understand.

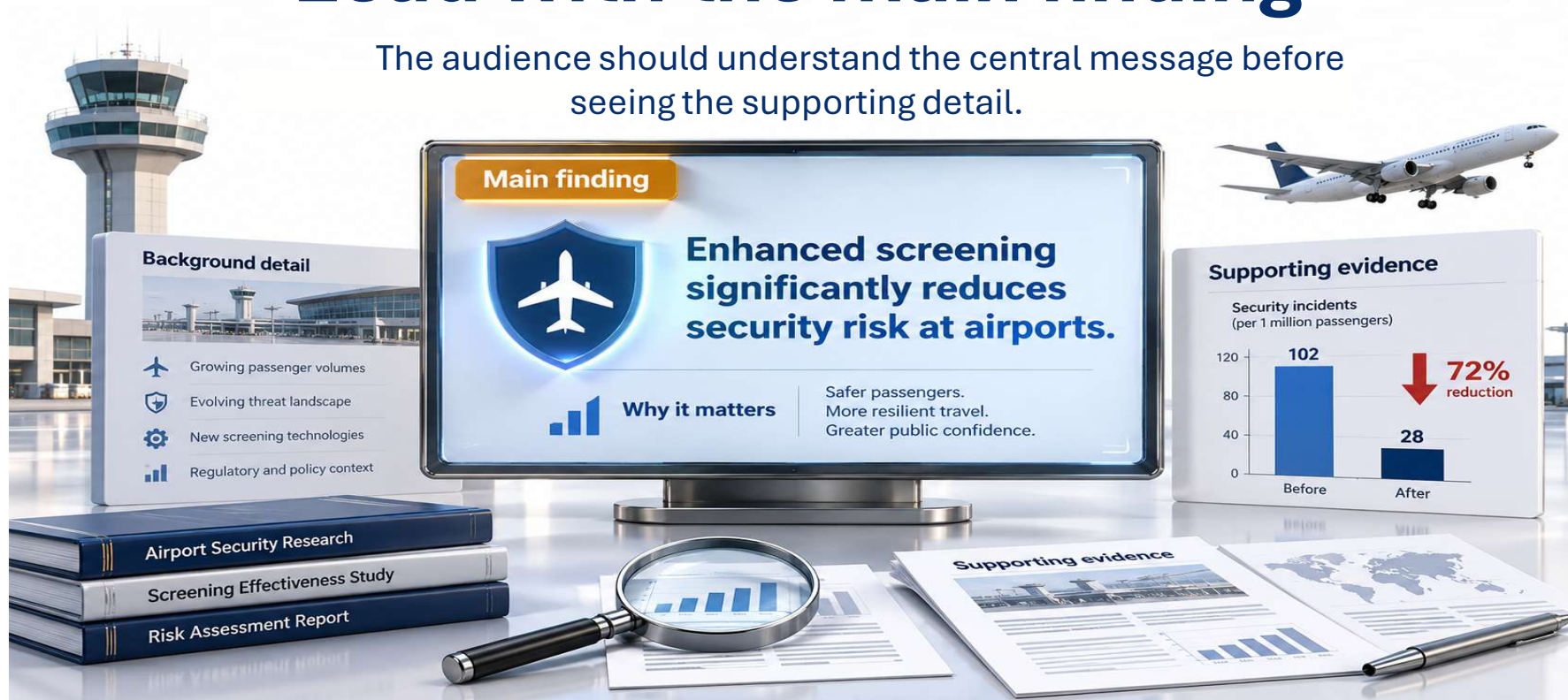


For professional discussion and reflection • Illustrative, not exhaustive • Apply alongside appropriate organisational risk, evidence and decision-making processes



Lead with the main finding

The audience should understand the central message before seeing the supporting detail.



For professional discussion and reflection • Illustrative, not exhaustive • Apply alongside appropriate organisational risk, evidence and decision-making processes



Understand the audience

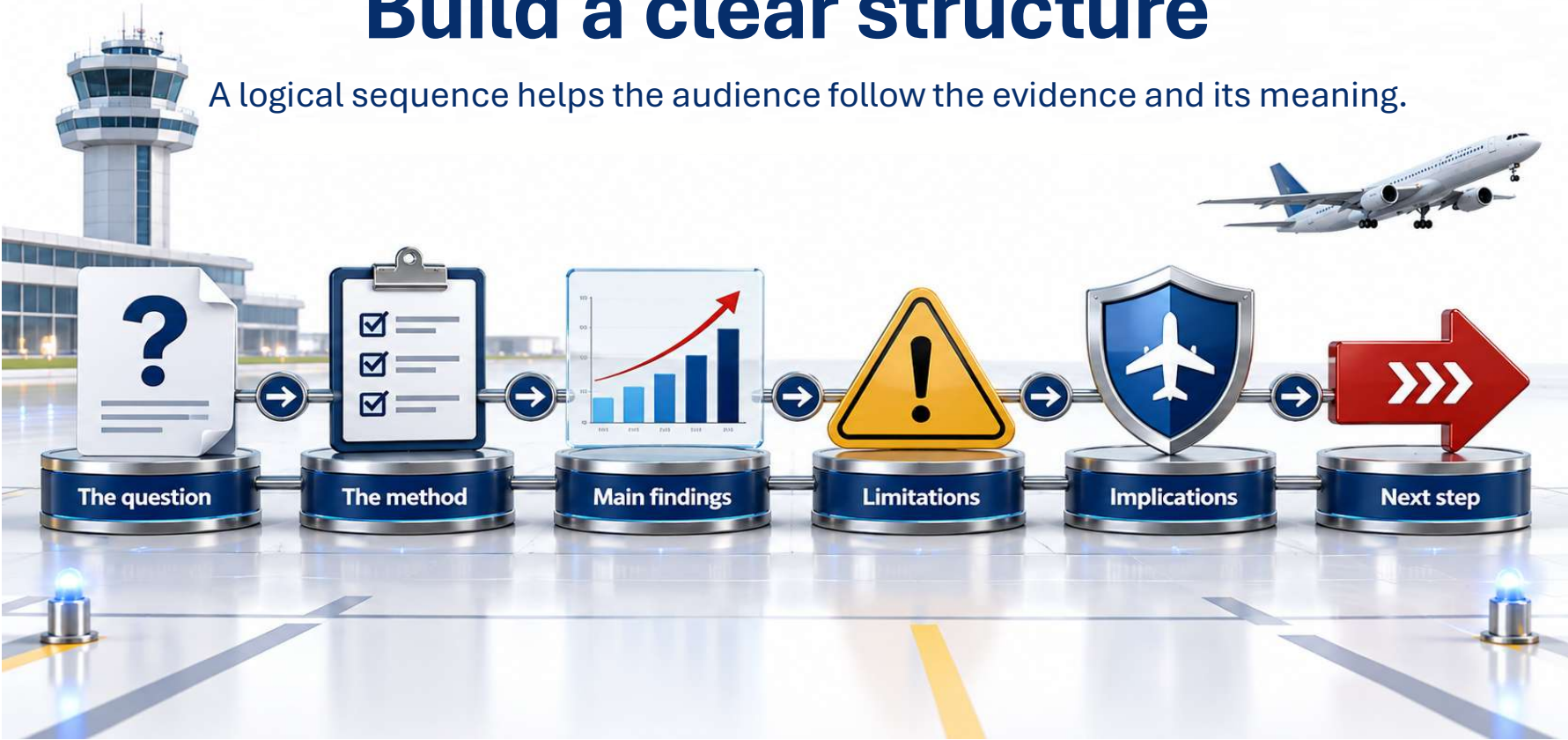
The same research may need different explanations for different audiences.





Build a clear structure

A logical sequence helps the audience follow the evidence and its meaning.





Select evidence that matters

Include evidence that supports the message and helps the audience understand its importance.





Make data easy to read

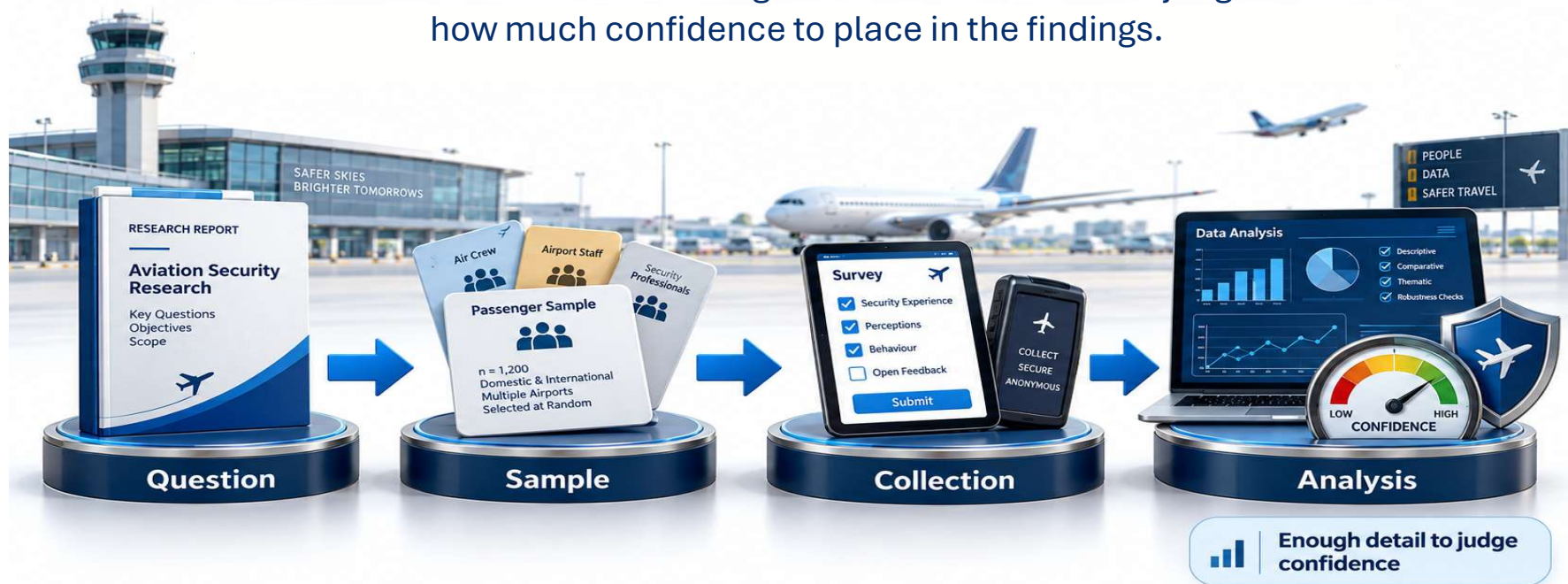
Good visual design helps the audience see the finding quickly.





Explain the method briefly

The audience needs enough method information to judge how much confidence to place in the findings.





Separate findings from interpretation

Keep the evidence visible and distinguish it from the conclusion drawn from it.





Use comparisons carefully

Comparisons can clarify a finding when the reference points are relevant and consistent.



For professional discussion and reflection • Illustrative, not exhaustive • Apply alongside appropriate organisational risk, evidence and decision-making processes



Use examples without overstating the evidence

Examples make findings easier to understand but should not be presented as proof of the whole picture.





Anticipate questions and challenge

A clear presentation makes uncertainty visible and prepares the audience for reasonable challenge.



For professional discussion and reflection • Illustrative, not exhaustive • Apply alongside appropriate organisational risk, evidence and decision-making processes



Connect findings to decisions

Research becomes useful when the findings are linked to proportionate action.



For professional discussion and reflection • Illustrative, not exhaustive • Apply alongside appropriate organisational risk, evidence and decision-making processes



The clear presentation checklist

Use this checklist before presenting research findings to others.

