



# Communicating Practice-Based Knowledge: From Insight to Influence

10 March 2026





# Housekeeping

- Please introduce yourself in the chat
- Please mute, but keep your video on if you can
- Our session will be recorded and shared
- Use chat box to post comments or questions



**Question 1: Who is your PBK for?**  
*(start with people, not products)*



**Question 2: What form will make sense to them?**

***(Translation, not dissemination)***

## Things to keep in mind:

- One 'output' vs multiple expressions
- How urgently must it be available?
- How much time do you have to create it?
- How much time do people have to engage with it?
- What format is shared easily?
- What format can be shared with different audiences?
- Outputs that direct represent communicates in a different way
- Think through the implications of the format you choose
- Think through existing spaces and how you can fit into it
- Who/what do people trust?





**Question 3: How do we help PBK move?**

***(This is the real dissemination conversation!)***

## 5x key tips:

- Start with one audience, not everyone (you don't have to produce all the different outputs at once)
- Go where they already meet.
- Use trusted messengers.
- Repeat, adapt, re-share.
- Don't wait for "perfect" products.



## Closing

Watch the 4x *PBK, Faith & VAW/C Series* webinars:

#1: ‘What is PBK’. <https://www.svri.org/webinars/why-does-practice-based-knowledge-matter-to-faith-responses-to-vawg/>

#2: “Unearthing what we know: Identifying and collecting practice-based knowledge”. <https://youtu.be/NmpsRUociF0>

#3: “Making Sense of PBK: Collating, analysing, documenting”.  
<https://youtu.be/zUWIFJ9mkOk>

#4: “Communicating Practice-Based Knowledge: From Insight to Influence”

*For more on PBK, please take a look at the sources available on the SVRI website:*  
<https://www.svri.org/global-library/practice-based-knowledge/>

