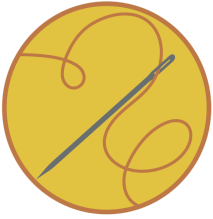


Shared Principles of Technical Transfer

Sagebrush Technical Transfer Network | 2025



Tailor your effort to the audience.

The audience is the driver of a successful technical transfer effort. Take the time to get to know your specific audience, their management goals, and their decision space. Ask questions to understand what's important to your audience, their level of knowledge and skill, and the challenges they face. Let these factors guide your effort. If you can, meet the audience face-to-face in their communities or workplaces.



Focus on a specific management need.

Effective technical transfer focuses on a specific management need. This includes a topic of resource management importance and the needs of your audience related to a specific decision, action, or question. Your technical transfer approach should consider the organizational or institutional processes, regulations, laws, policies, etc., that influence how technical information informs their decisions or actions. Acknowledge and embrace that decisions and actions are based on many values, sources of information, and perspectives far beyond Western science.



Filter, distill, and integrate relevant information.

Technical transfer efforts filter and distill the body of technical information (science, data, technology, and tools) available to address a specific audience need. They ideally integrate a wide range of technical information in support of the management need, although sometimes efforts focus more narrowly on specific information, tools, or practices. Try to avoid overly narrow efforts that do not adequately address the needs of the audience or are exclusively focused on promoting a specific tool or product.



Prioritize relationship-building.

Enduring technical transfer prioritizes relationships. Trust and respect often have a greater bearing on the success of a technical transfer effort than academic credentials or the impressiveness of technical products. Build and foster relationships with science producers and end-users early in the technical transfer process. When necessary, leverage the relational capital of others and consider the right messenger for your audience.



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