What is important for the scientist to communicate may not be what is important to the audience. This mis-match can lead to challenges in effective communication.

For example, this diagram (adapted from the American Academy for the Advancement of Science) represents the amount of time a typical scientist might spend with various aspects of a presentation. Compare this with what is important to the audience.

Background
Supporting Details
Results/Conclusions

Bottom Line
So what?

Some may be interested enough to learn the supporting details