

“So Tell Me About Your Research...”

An Elevator Pitch Workshop
for MSU Graduate Students

9 Feb 2016

Pitch 1 – The Elevator Pitch

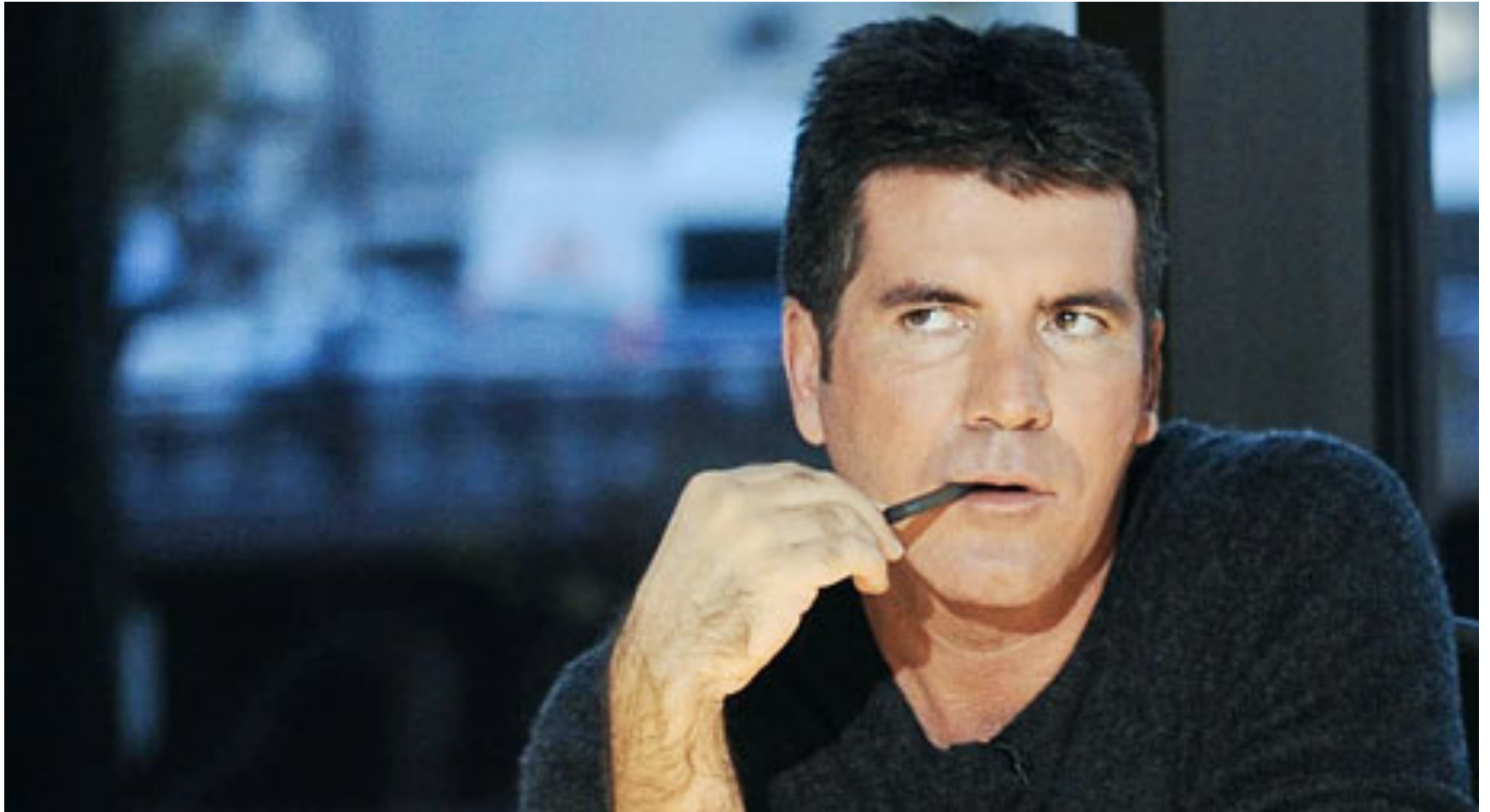
- Task: Identify and connect with another human by telling them about yourself
- Purpose: Make them want to learn more about you and keep the relationship going

Tip #1 Tell a story...



Stories are easily digestible because they simulate situations and inspire actions

Tip #2 Don't Be “Forgettable”



Tip #3 Tell your story with...



...Passion

Pitch 2 - The 3 Min Research Pitch

- Task: Convey years and years of highly technical, deep academic research into a 3 min presentation delivered to a complete stranger who has no idea who you are or what you are doing.
- Purpose: Demonstrate understanding of how what you do creates value for someone (anyone) else.

So let's be inspired

- Three Minute Thesis 2013 QUT winner
 - [Megan Pozzi](#)
- Three Minute Thesis Comp 2011 winner
 - [Mathew Thompson](#)

Tip #5 The Bon Jovi Principle

1. Show your passion and expertise
2. How this creates value for someone else

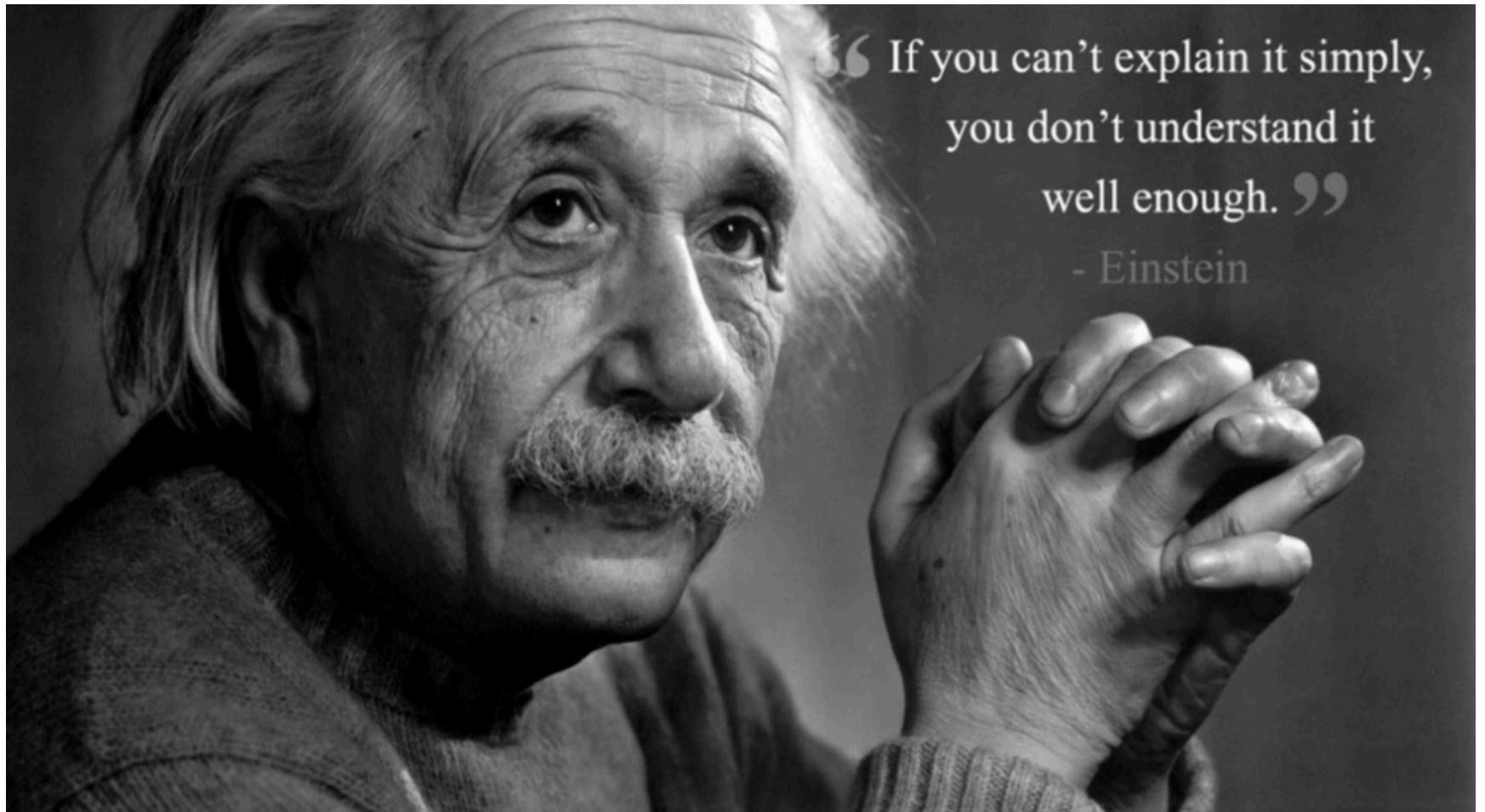


Tip #5 K.I.S.S. but Profound!

RESIST THE URGE TO USE
EMPTY **BUZZWORDS** &
INDUSTRY **JARGON**



Tip #6 Five Words to a 5 Year Old



“ If you can't explain it simply,
you don't understand it
well enough. ”

- Einstein

Tip #7 The Power of Practice

- In a mirror
- On your friends and family
- With faculty you know... and don't know
- With strangers when the stakes are low

**WE ARE WHAT
WE REPEATEDLY
DO.
EXCELLENCE, THEN, IS
NOT AN ACT, BUT A
HABIT.**
~Aristotle

10,000 hours
to perfection*
*outliers
Malcolm Gladwell

Tip #8 Sell Yourself Aggressively

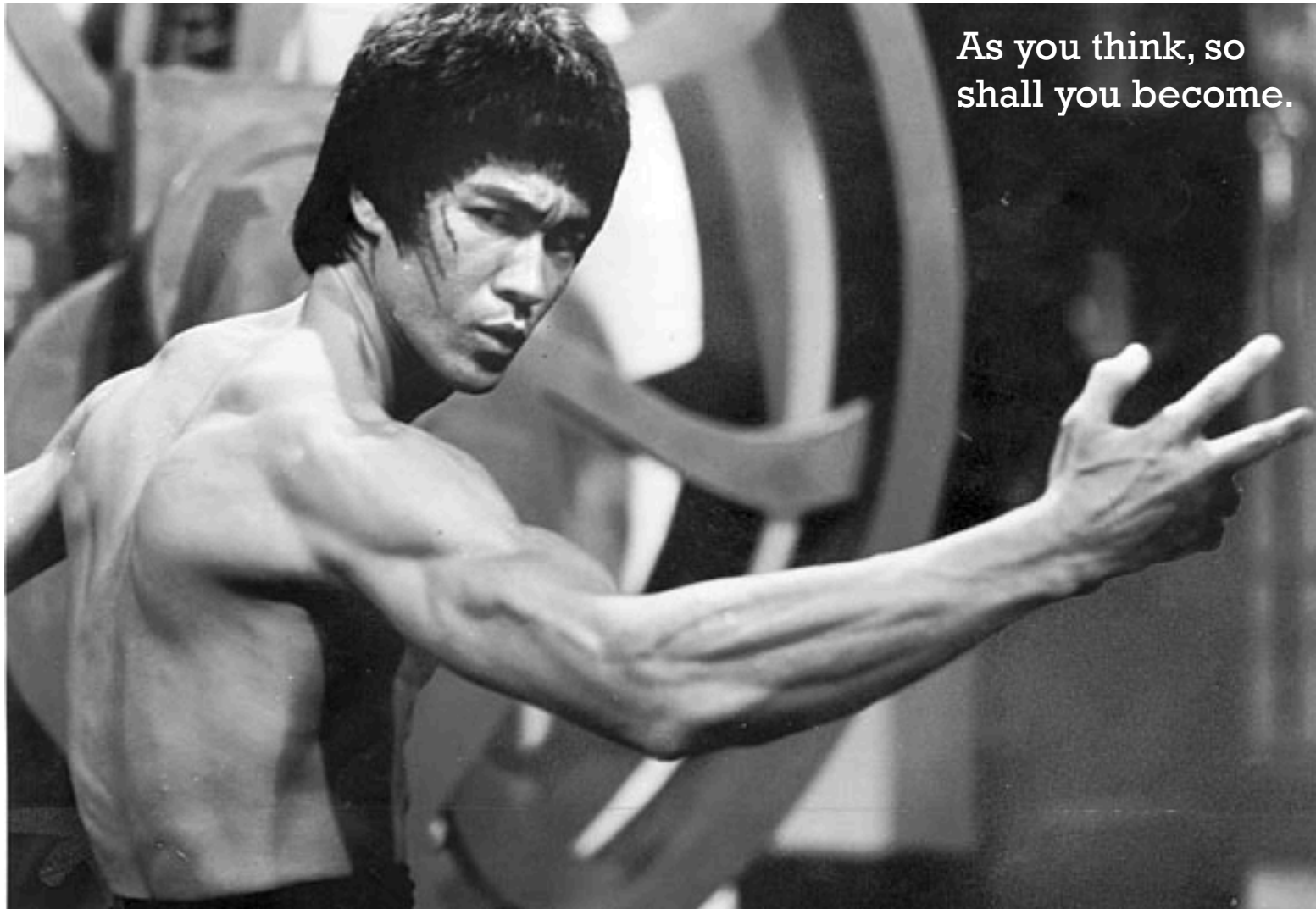
- ABC
- Attention, Interest, Decision, Action



Tip #9 Tease Don't Tell



Tip #10 Anticipate



Most importantly, make it sticky!



Not Effective Gestures

- T Rex
- Spider on the mirror
- Sisters of mercy
- Fire Starter
- Hand Washer
- Cuff Tugger
- Lint Picker
- Jewellery Checker/ Ring Leader
- Fig Leaf
- Parade Rest
- Cool Joe
- Who's in Charge Here
- Angry Parent

Effective Gestures

- The Claw
- Numbers
- Comparisons
- Verbs
- Pinpointing dates/ timelines

Gesture Tips

- With Visual Aid keep head up, eyes up (head level)
- Never gesture above shoulders
- Use hands freely, but minimize other parts of your body
- Don't rush gestures, should hold for 2-3 seconds
- Use both hands, if you're right handed don't only use your right hand

Know what you do

- Consider videotaping yourself on a series of practice runs
- Watch your tape, observe what you do
- Get better through self awareness
- This will build your confidence more than anything else you can do to prep