“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

As you think, so shall you become.
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
- Jewelry 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