

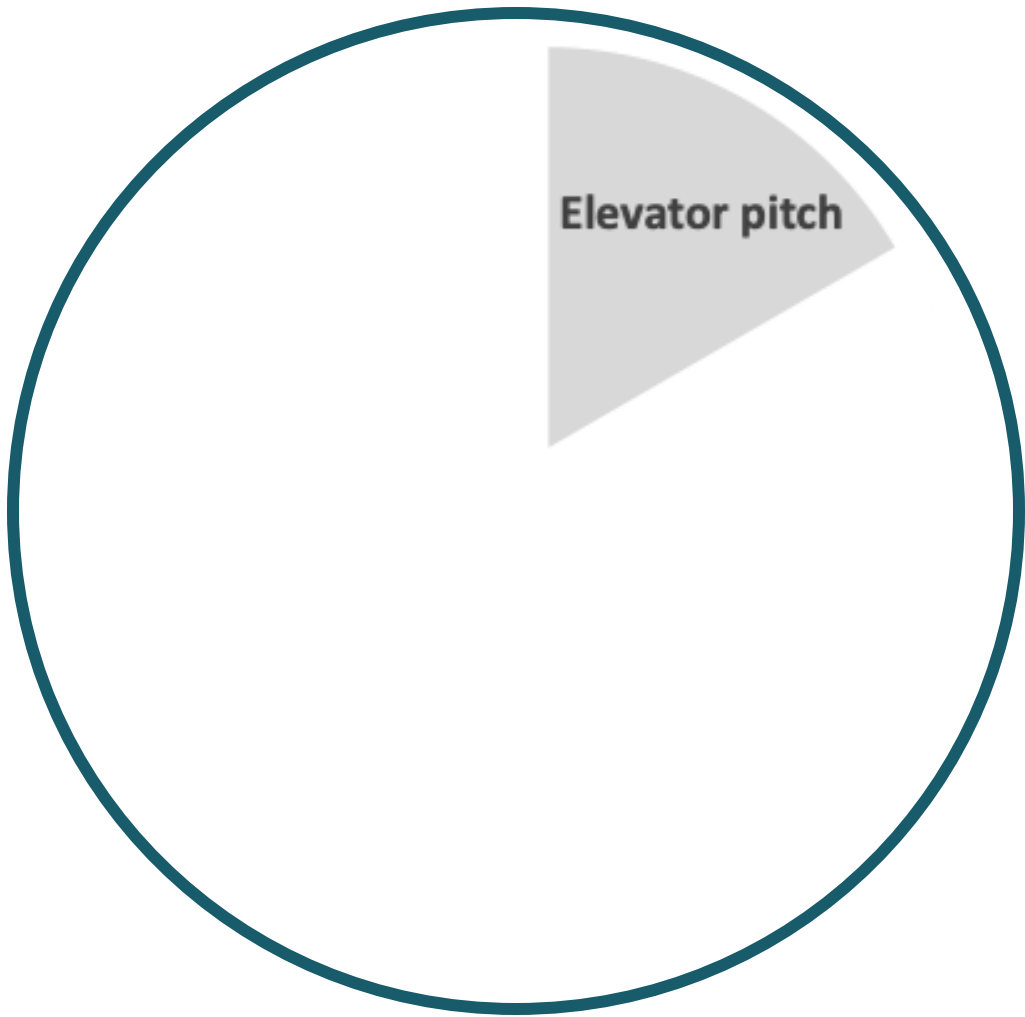
Crafting an Elevator Pitch

Wednesday, March 24th, 2021





Pathways in Research Dissemination



Pathways in Research Dissemination



Elevator Pitch



Crafting an Elevator Pitch

1. What is the purpose of an elevator pitch ([video](#))?
2. Why and when you should an elevator pitch.
3. Crafting your pitch.
4. Choosing your audience.
5. Fine tuning your pitch.

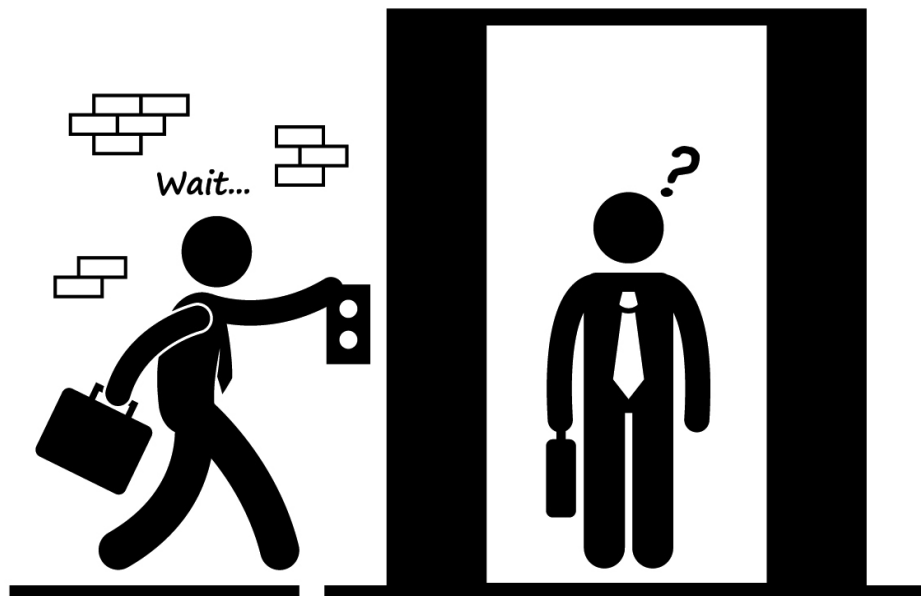
1. What is the purpose of an elevator pitch?

Quick speech about your research or proposed ideas.

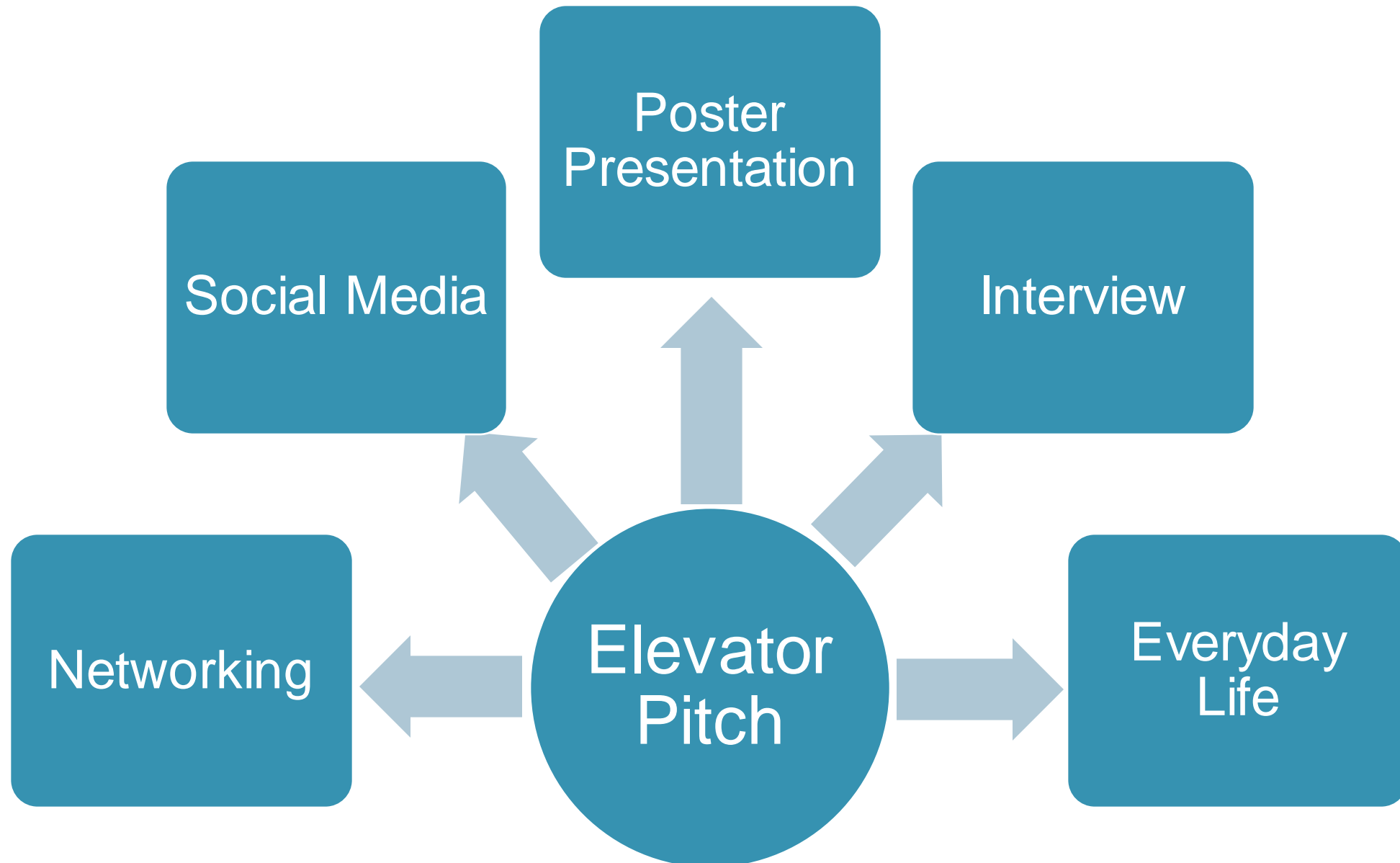
Short speech from 1-3 minutes.

A tool for networking, collaboration, and education.

Prepare, practice, and repeat.



2. When and Why should you use an elevator pitch?



3. Crafting your pitch: finding the content:

Why now?

- **Finding the context of your pitch.**

Why this?

- **The explanation for the motivation of your work.**

Why you?

- **The components of a persuasive argument.**

3. Crafting your pitch: framing your accomplishments.

Frame your accomplishments

✓ **Try this:** I am a 3rd year graduate student with expertise in modeling environmental factors that impact climate change.

✗ **Not this:** I am a graduate student in my third year of Civil and Environmental Engineering.



Things to discuss with your small group:

1. Were you able to construct a pitch?
2. Which portion (Why you? Why this? Or Why now?) did you find particularly difficult?
3. Which portion was easiest to find the content for? Why?
4. Was there any common/interesting feedback you obtained from your group members?

Create the content for your pitch!

10 minutes for small group breakout.

Things to discuss with your small group:

1. Were you able to construct a pitch?
2. Which portion (Why you? Why this? Or Why now?) did you find particularly difficult?
3. Which portion was easiest to find the content for? Why?
4. Was there any common/interesting feedback you obtained from your group members?

3. Crafting your pitch: finding the content:

Write it
Out

- Why now?
- Why this?
- Why you?

Polish

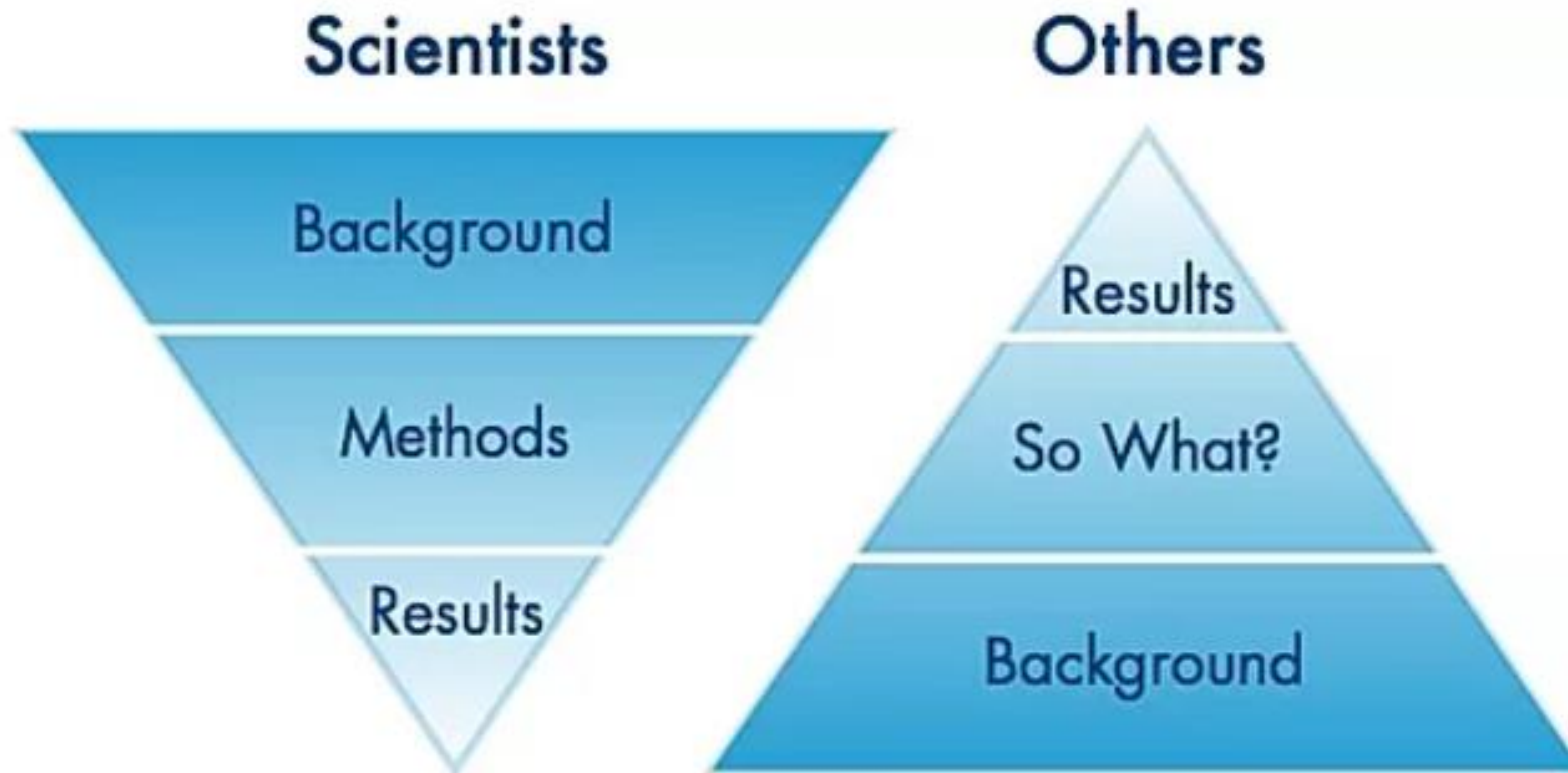
- Adjustable based on the audience.

Practice

- Get feedback from multiple sources.

4. Choosing your audience:

Brevity can be difficult when your work is highly technical.



4. Choosing your audience:

Make more than one version!

Use analogies or descriptions.

Avoiding jargon.

Creating a connection.



Things to discuss with your small group:

1. Are there any examples of phrases to keep and phrases to modify?
2. Which audience did you choose to fine tune your pitch for and how did you modify your pitch?
3. What feedback did you get from your group?
4. Did you find it easy or difficult to adjust to a different audience?
5. Can one person from each group share a portion or all their pitch?

Polish your pitch!

10 minutes for small group breakout.

Things to discuss with your small group:

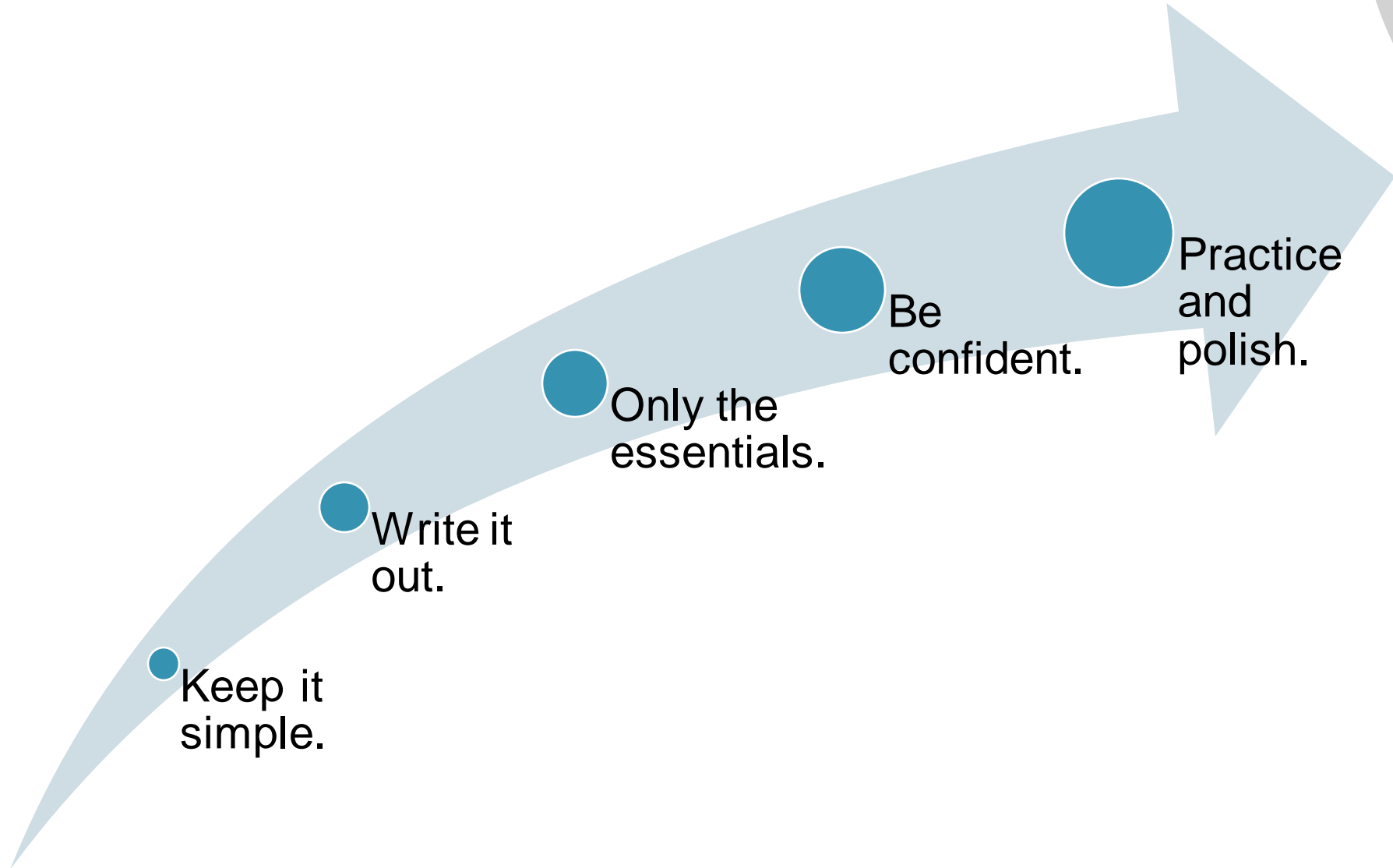
1. Are there any examples of phrases to keep and phrases to modify?
2. Which audience did you choose to fine tune your pitch for and how did you modify your pitch?
3. What feedback did you get from your group?
4. Did you find it easy or difficult to adjust to a different audience?
5. Can one person from each group share a portion or all their pitch?

PRACTICE & GET FEEDBACK

Presenting your elevator pitch is just as, if not more, important as writing it.

Display your passion.

KEY TAKEAWAYS



Conclusions:

Understand the importance of planning and practicing your pitch.

1. One part of your dissemination toolbox.
2. Helpful Resources.
3. Contact the Comm Lab at our website.
 - I. One-on-one.
 - II. Workshops.
 - III. NEU Comm Lab Teams Page.

Thanks for joining us! We hope to see you again.

RESOURCES



Northeastern Graduate Programs



Nature Two Minutes to Impress



MIT CommKit