

## **Crafting an Elevator Pitch Workshop Activity 2:**

Adjusting the pitch based on the audience.

It is important to be able to adjust your elevator pitch to match the audience. This could include your friends and family, your colleagues, a potential employer etc. If you do not know your audience, use these potential conversation starters to identify your audience.

### **Conversation starters:**

1. "Can you tell me more about positions within your organization that match **[these interests/skills]**?"
2. "I'm hoping to learn more about the current projects at **[your company/university/research lab]**?"
3. "I know that you've had many years of experience in this **[industry/research field]** and I'd love to learn more about your **[career path/current role/experience]**, and any advice you'd have for me as someone trying to enter **[industry/academia]**."

Now that you have identified the audience of your pitch it is time to adjust your pitch. When adjusting your pitches there are several things that can be changed these include language (jargon) used, content, and the overall goal of the pitch. Look at the content of your pitch from Worksheet 1.

### **1. List the 4-7 phrases from your elevator pitch that was constructed in Worksheet 1:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

2. **Adjust the pitch for different audiences and situations. Define the overall goal of your pitch and adjust the language and jargon accordingly.** If you need an example, see the pitch that was used in Worksheet 1 and has been tuned to fit the three different situations in the table.

Audience	Goal of the pitch, what is your ask?	Which words/ phrases should be changed?
<p><b>General audience:</b> Ex: You recently got together with your family at a holiday party. Deliver your pitch to your cool cousin Susan who does not know anything about your work.</p>		
<p><b>Expert in your field:</b> Ex: You are networking at a conference and find someone who would make a great collaborator. You want to get advice on an obstacle you are facing.</p>		
<p><b>Industry:</b> Ex: You have had a breakthrough in your research, you would like to take this product to a potential investor.</p>		

## **Sample Elevator pitches:**

### **Talking with Family:**

I work with a group of scientists to create a cure for glaucoma, an irreversible disease affecting millions of people around the world. We use electrical stimulation to try and reactivate the diseased parts of the eye and reduce inflammation. So far, we have found some promising results that show recovery, significantly decreased inflammation and the potential to be applied in a clinical setting. The work I do is exciting and could lead to a possible cure for glaucoma.

### **Looking for Research Feedback:**

I saw that your work is similar to mine; I would love to discuss your experimental approach. I work with developing minimally invasive treatments for glaucoma, we use electrical stimulation to reintroduce cellular activity into the diseased tissue of mice with glaucoma. We recently published a paper in Annals of BME that showed very promising results and suggested possible applications of our treatment for other neurodegenerative disease models. However, we have encountered variation between our mice samples. I was wondering how you accounted for such variation in your experimental design.

### **Looking for an Investment:**

My name is McKay and I'm researcher at Northeastern looking for an investment from your firm. I developed an exciting new minimally invasive treatment regime that has shown to reverse the neurodegeneration normally found in glaucoma patients. We found significant reduction in cell death factors that can be applied to multiple clinical settings and diseases. I think this treatment could add efficacy to your current treatment models and I am interested in discussing a partnership with your firm. I am particularly interested in your firm's glaucoma treatment group and would be thrilled to talk about partnering with your firm.

### **Things to consider for group discussion:**

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?