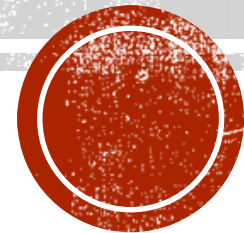
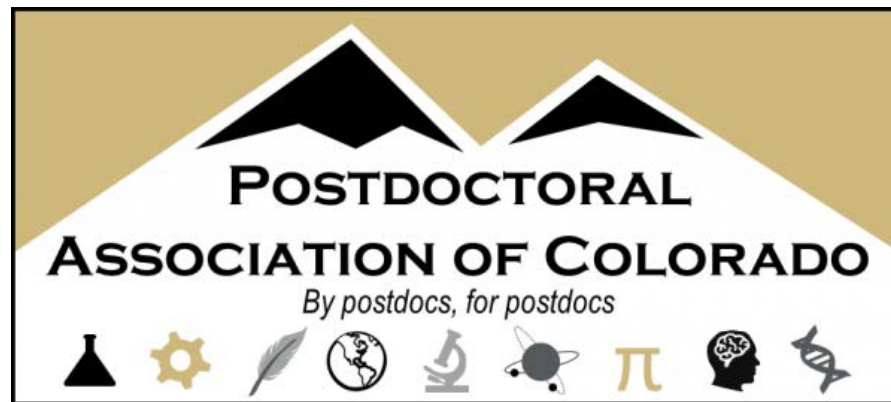


PLEASE SIT NEAR THE FRONT

ELEVATOR PITCH ROUNDTABLE



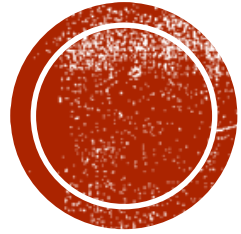
Postdoctoral Affairs
UNIVERSITY OF COLORADO **BOULDER**



OVERVIEW

- **PART ONE: Defining the Elevator Pitch**
 - 5-minute presentation
 - 15-minute group work – developing your message and key elements
- **PART TWO: Targeting your Pitch**
 - 5-minute presentation
 - 20-minute group work – writing two targeted pitches (technical, lay audiences)
- **PART THREE: Practice**





DEFINING THE ELEVATOR PITCH



PURPOSE

HELLO
MY NAME IS

Trigo Montoya
You killed my father
Prepare to die

Let people know who you are
& what you do

Personal branding

Networking tool

Conversation starter



WHAT IT LOOKS LIKE

CONTENTS

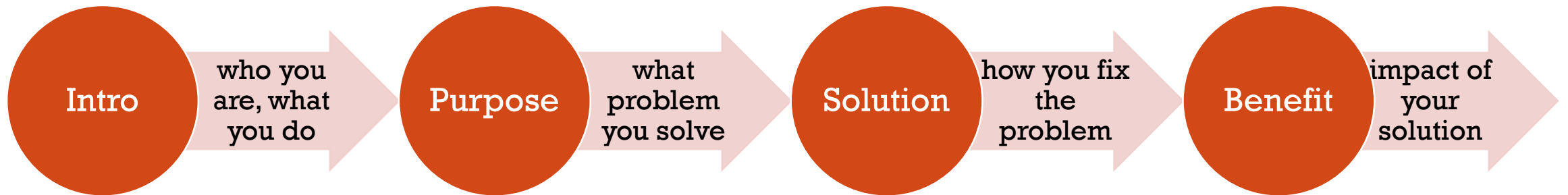
- Background on you
- Background on your work
- Why the listener should care
- How you contribute

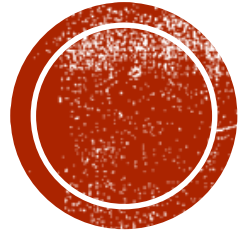
LENGTH

- 30 seconds – 2 minutes
- Target 1 minute



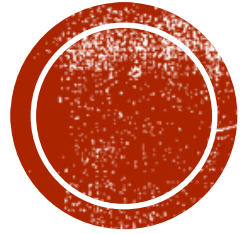
ANATOMY OF AN ELEVATOR PITCH





GROUP WORK: DEVELOPING YOUR PITCH

15 Minutes



TARGETING & TIPS

GENERAL TIPS & TECHNICAL PITCH WRITING

BUILD CONVERSATION POINTS

- Relate your subject to your audience – how does your problem affect your listener? What about your solution?
- Don't get bogged down in detail – let your listener ask for more information.
- Avoid jargon

AVOID SPEECHES

- Write bullet points rather than sentences or a paragraph.
- Remember important points, but don't memorize.
- Practice.



WHO WILL HEAR MY PITCH?

COLLEAGUE/GROUP MEMBER

→ *Very familiar* with your field of study

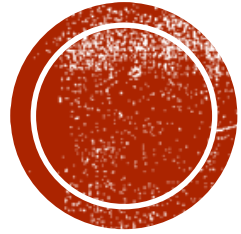
HIRING COMMITTEE/SIMILAR FIELD

→ *Somewhat familiar* with technical terms, but not necessarily in your field

COWORKER/FRIENDS/FAMILY

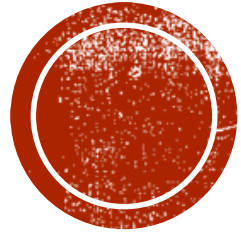
→ *No or little familiarity* with your field or science





GROUP WORK: TARGETING YOUR PITCH

20 Minutes



GROUP WORK: PRACTICE & FEEDBACK

Present your lay elevator pitch to the group!

Listeners: give presenters 1 strength and 1 area for improvement

LEARN MORE

<http://thepostdocway.com/content/elevator-pitches-scientists-what-when-where-and-how>

<http://www.nature.com/naturejobs/science/articles/10.1038/nj7435-137a>

<http://www.the-scientist.com/?articles.view/articleNo/40702/title/Scientific-Elevator-Pitches/>

<https://dynamicecology.wordpress.com/2014/08/05/perfecting-the-elevator-pitch/>

<http://jenntgrace.com/elevator-pitch/>

