

**Presenting yourself,  
your work and your science  
– a communication toolbox for  
your PhD career**

København 21 januari 2016



# About today

## RULES

1. You are in charge, I'm your consultant. Use the time wisely.
2. Questions are welcome anytime.
3. Laptop or mobile is ok, but please don't drift away!

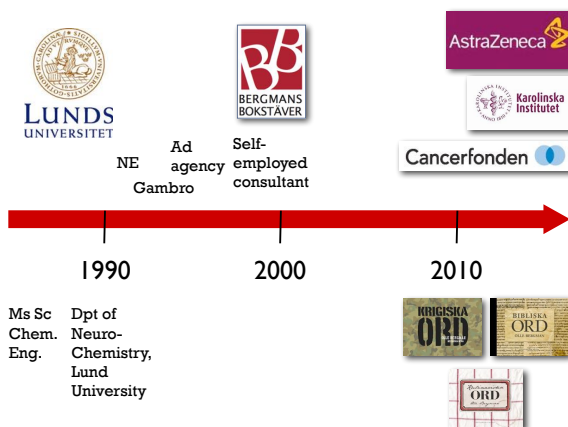
## GOALS

1. Start thinking about communication in another way.
2. Practice some skills
3. Start a learning process.

## Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant,  
Public Speaker & Professional  
Writer with a passion for people,  
science, language & history.”



## Basic principles of communication

§ why rhetoric is still relevant in AD 2015

# 1 Define your task.

- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ CHANGE THE WORLD!!

## What ...

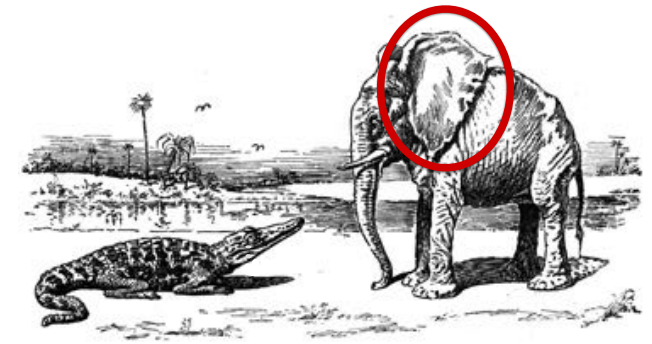
- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?

**Microsoft®**

WHERE DO YOU WANT TO GO TODAY?™



# 2 Analyze your target group.



Australopithecus afarensis

SURVIVAL  
SECURITY  
HIERARCHY  
REPRODUCTION

## What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

# 3

Know yourself.

*"To thine own  
self be true"*

*Hamlet Act 1, scene 3*

# Passion

# 4

Understand  
the limitations  
at hand.



# 5

Seek inspiration  
in all types of  
communication.



# RHETORIC





- *Exordium*
- *Narratio*
- *Propositio*
- *Probatio*
- *Refutation*
- *Peroratio*
- *Introduction*
- *Background*
- *Thesis*
- *Proof*
- *Refutation*
- *Conclusion*

- Title
- (Abstract)
- Introduction
- Materials & Methods
- Results
- Conclusions
- References
- Acknowledgements

ETHOS  
PATHOS  
LOGOS

ETHOS

PATHOS

LOGOS

3



**A**ttention

**I**nterest

**D**esire

**A**ction

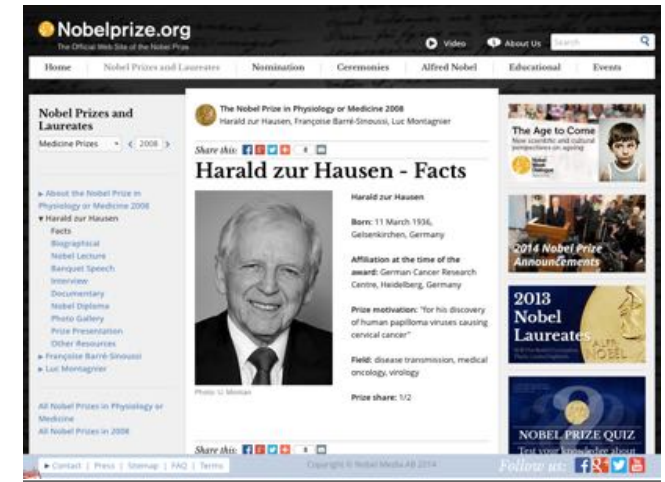




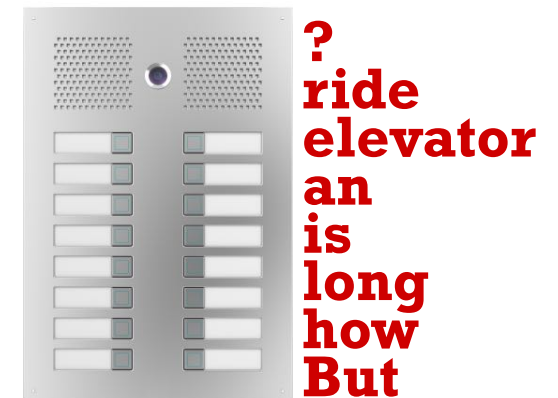


“An **elevator pitch**, **elevator speech**, or **elevator statement** is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition.”

Wikipedia



- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ How?
- ▶ Where?
- ▶ Why?





CONTEST	DISCIPLINE	WHO'S ELIGIBLE?	FORMAT	ESTABLISHED	PROPS ALLOWED?	SLIDES ALLOWED?
ChemChamps	Chemistry	ACS members, undergraduates to pre-tenure faculty	2-3 minute YouTube video	2014	Yes	Yes
FameLab USA	All science	No one turned away, but focus is on graduate students, postdocs, and early-career researchers	Two oral presentation, less than three minutes each	2012 (Outside the U.S.: 2005)	Yes	No
Three Minute Thesis (3MT)	All sciences, engineering, and humanities	Varies by campus, but most limit it to graduate students in later stages of study	Oral presentation, less than three minutes	2008	No	One slide
CIRM Elevator Pitch Challenge	Stem cell science	Any level	Oral presentation, less than 30 seconds	2012	Yes	Yes

[www.the-scientist.com](http://www.the-scientist.com)

## Preparing your pitch

# 1

## PLANNING

1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

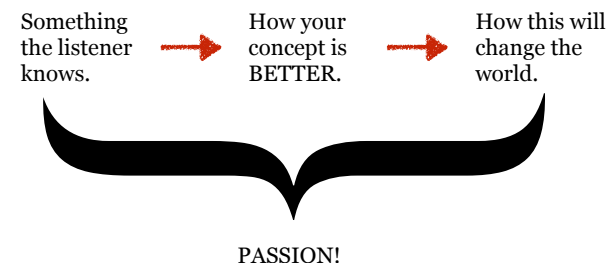
Carmine Gallo: *The Presentation Secrets of Steve Jobs*

1. Define who you are.
2. Describe what you do.
3. Identify your ideal clients/customers.
4. Explain what's unique and different about you and your business.
5. State what you want to happen next.
6. Create an attention-getting hook.
7. Put it all together.

Alyssa Gregory: [How to Write an Elevator Pitch](#)

1. What other products are similar to ours?
2. What's different about what we do?
3. Why is our unique invention or improvement important?
4. Are we being genuine?

Craig Malloy: [The Perfect Elevator Pitch](#)





1. Situation.
2. Impact.
3. Resolution.

Richard Fouts, Gartner

1. Start with a story.
2. "That's what I do, I ..."  
Add emotional benefit statement.
3. Quantify your success.
4. Use the "velvet rope close".

Chris Westfall, The New Elevator Pitch

1. WOW
2. HOW
3. NOW

Brian Walter, [Extreme Meetings](#)

**Prospect:** So, what do you do?

**Me:** I help build PowerPoint muscles.

**Prospect:** Huh?

**Me:** I teach people how to use PowerPoint more effectively in business. Now, for instance, I'm working with a global consulting firm to train all their senior consultants to give better sales presentations so they can close more business.

*Bruce Gabrielle: <http://speakingppt.com/2012/07/26/3-best-elevator-pitches/#sthash.E7Fx8CkB.dpuf>*



- Use Post-It notes to structure your thoughts.
- Write down a draft.
- Edit your draft into a version with less than 100 words .
- Do something else for a while.

- BE BRIEF.
- BE CLEAR.
- BE REAL.

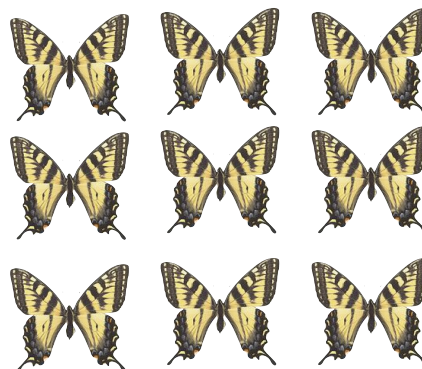
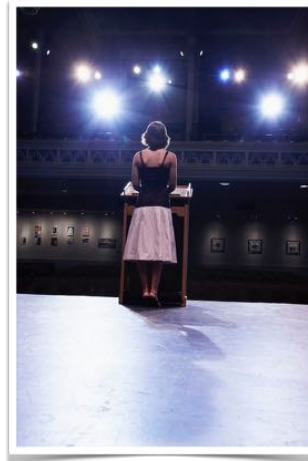
2

**PREPARATION**

- Work with your draft as a poet or a copywriter. Taste the words. Speak out the melody of the language.
- Start rehearsing your lines. Edit.
- Perform your pitch to a trusted friend. Listen to the feedback and edit.
- At some point: trust yourself that you are done.

# 3

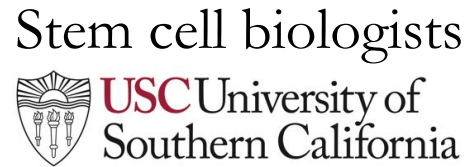
## PERFORMANCE



- Don't talk too fast. Breathe!
- Don't panic if you get it a little wrong. Just keep on going.
- Keep eye contact. Smile!
- Be prepared to think on your feet and to act.



## Some examples



## Pitch Winner



## Take home messages

### CHECKLIST

- ☐ Is it short enough?
- ☐ Is it comprehensible?
- ☐ Are you passionate enough?
- ☐ Is the idea credible & realistic?
- ☐ Are you trustworthy?

*Seth Godin, entrepreneur & speaker*

"If you're a bit nervous and you've written everything out and your main goal is to say nothing controversial, nothing memorable, nothing that might get you in trouble..."

"...well, why say it?"

*"The Only Reason to Give a Speech Is to Change the World"*

*Nick Morgan, communication coach*



There are a lot of  
solutions out there ...

Is there a need  
which corresponds to  
yours?

Are you hopeful ...

... or are you a  
dreamer?

**Olle Bergman**

M.Sc. Chemical Engineering

“Communications Consultant,  
Public Speaker & Professional  
Writer with a passion for people,  
science, language & history”

[olle@bergman.com](mailto:olle@bergman.com)  
<http://crastina.se>



**LinkedIn  
& Twitter  
for science people**

*§ why you should choose to engage*

- LinkedIn and Twitter can help you in your scientific and industrial career.

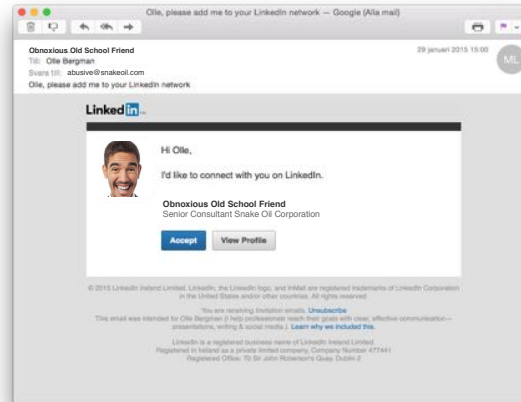
- Consider LinkedIn as your online CV.
- LinkedIn is also “a Facebook for professionals”.
- A decent page is really all you need, but there is other useful stuff to discover.

**LinkedIn**



# LinkedIn

– your online CV



# WHY?

Make your CV available  
and searchable.

LinkedIn

=

An official starting point  
for the professional you.

Develop professional  
networks.

#### • Advice for Contacting Olle

I welcome spontaneous calls and emails. Life is full of opportunities and I am full of energy!

Email: [olle@bergman.com](mailto:olle@bergman.com)  
Mobile: +46 70 888 55 41 (WhatsApp user)  
Skype: [generalblom](#)

Easiest to reach 9 Am–4 PM Central European Time

Find professional  
groups for the  
exchange of  
knowledge and  
contacts.



labroots.com



ResearchGate

SciLogs

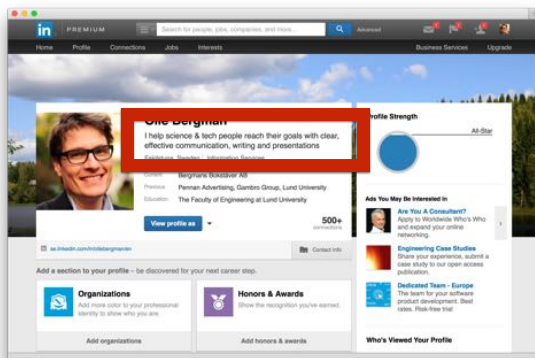


## Getting started

Get a professional looking photo.



Write a headline.



1 2 3 4 5 6 7 8 9 10 11 12  
13 14 15 16 17 18 19 20 21 22 23 24  
25 26 27 28 29 30 31 32 33 34 35 36  
37 38 39 40 41 42 43 44 45 46 47 48  
49 50 51 52 53 54 55 56 57 58 59 60  
61 62 63 64 65 66 67 68 69 70 71 72  
73 74 75 76 77 78 79 80 81 82 83 84  
85 86 87 88 89 90 91 92 93 94 95 96  
97 98 99 100 01 102 103 104 105 106 107 108  
109 110 111 112 113 114 115 116 117 118 119

# 120

### Life Science Industry

- Pharmacist with focus on Regulatory Affairs and Quality Control
- Medical Science Liaison **NeuroScience** with Expertise in Neurological Disorders || Open to New Opportunities
- Senior pipeline and innovation superstar at Company
- Nordic Account Manager at Company • Launch • Marketing • Sales • Team leadership • Clinical pharma



## Students, different levels

- EPFL - Neuroengineering master's student with outstanding academic records and limitless aims
- Early career scientist and cross-cultural talent. Always up for a laugh.

## Scientific Media

- I help scientists, publishers and biotech companies to communicate effectively with scientific visualisations
- Technical Writer (and a whole lot more) at \*Company\*



## Scientists (examples from KI)

Project leader at Karolinska Institutet. Virology and cancer research scientist. Microscopy, flow cytometry specialist.

RNA and cancer researcher specialized in finding novel biomarkers for cancer diagnosis. Founder of Stockholm RNA network.

Ph.D. Multimodal Imaging of microbubbles and nanoparticles using MRI, SPECT/CT, US and IVIS/microCT.

I am an enthusiastic and outgoing person who loves to see great possibilities in whatever I do, and to be part of working environments fuelled by entrepreneurship and enthusiasm. Positive results come from dedicated work and the right match of the people involved.

I have experience in basic cell biology research from my PhD, as a shareholder in a start-up company (ChurchDesk), and from various events and volunteer projects. These includes scientific and social events in networks related to my work (ASAP and REBBLS).

My primary research experience lies within basic research in the field of the DNA Damage Response (DDR), a critical cellular response in order to preserve genomic stability. I find this area exciting since dissecting the DDR responses is very disease-relevant due to major roles in cancer development and treatment response. My next step in research is fuelled by an ambition to combine basic research with an outlook to clinical relevancy.

**Arne Nedergaard Kousholt**

# Write a summary.

## Either ...

## ... go crazy and fill your page with lots of interesting stuff about you ...

PhD candidate in Systems and Computational Immunology at Stanford University.

My professional goal is to build a career as a scientist and entrepreneur in the field of biotechnology and biomedical research. I want to use my background in immunology and molecular biology to develop tools and solutions for global health problems.

Always looking for challenges, opportunities and exciting ideas.

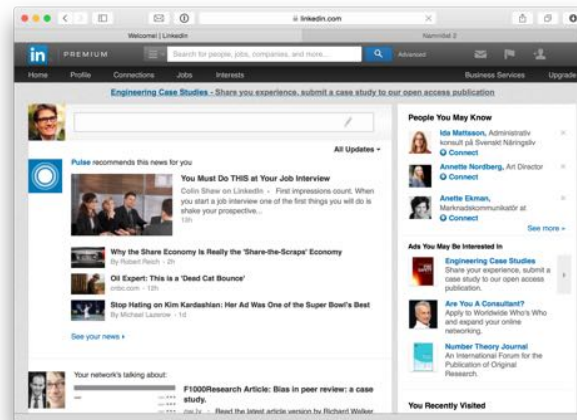
**Marta T., PhD student, Stanford**

... or ...

... compile carefully  
selected material to  
create a professional  
persona.

Ask some trusted friends  
and colleagues to write  
Recommendations.

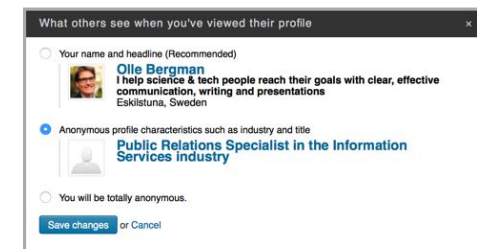
Go exploring.



Advice

Create a policy:  
who do you accept?

Be a spy – watch  
others, stay hidden.



# Finding your own Twitter strategy

- Twitter gets you very valuable info, inspiration and connections but may be hard to manage.
- Twitter has a strong impact on scientific discourse and publishing.
- You need to decide a Twitter strategy.



## The role of Twitter in the life cycle of a scientific publication

*Ideas in Ecology and Evolution 6: 32–43, 2013*

**At the start of the 'life cycle' of a scientific publication,** Twitter provides a large virtual department of colleagues that can help to rapidly generate, share and refine new ideas.

**As ideas become manuscripts,** Twitter can be used as an informal arena for the pre-review of works in progress.

**Finally, tweeting published findings** can communicate research to a broad audience of other researchers, decision makers, journalists and the general public that can amplify the scientific and social impact of publications.

A dark blue background featuring a vintage map, a magnifying glass, a fountain pen, and a pocket watch.

1

A background image showing three small brown monkey figurines. A large red 'X' is drawn over the entire scene, and the text 'Ignore it!' is written in red across the middle.

Ignore it!

A dark blue background featuring a vintage map, a magnifying glass, a fountain pen, and a pocket watch.

2





Get it delivered.



Keep a tight leash.



Dive right in.

Take Home  
**MESSAGES**

- LinkedIn and Twitter can help you in your scientific and industrial career.
- Consider LinkedIn as your online CV.
- LinkedIn is also “a Facebook for professionals”.
- A decent page is really all you need, but there is other useful stuff to discover.

- Twitter gets you very valuable info, inspiration and connections but may be hard to manage.
- Twitter has a strong impact on scientific discourse and publishing.
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Linked in

