

How to communicate your research to industry

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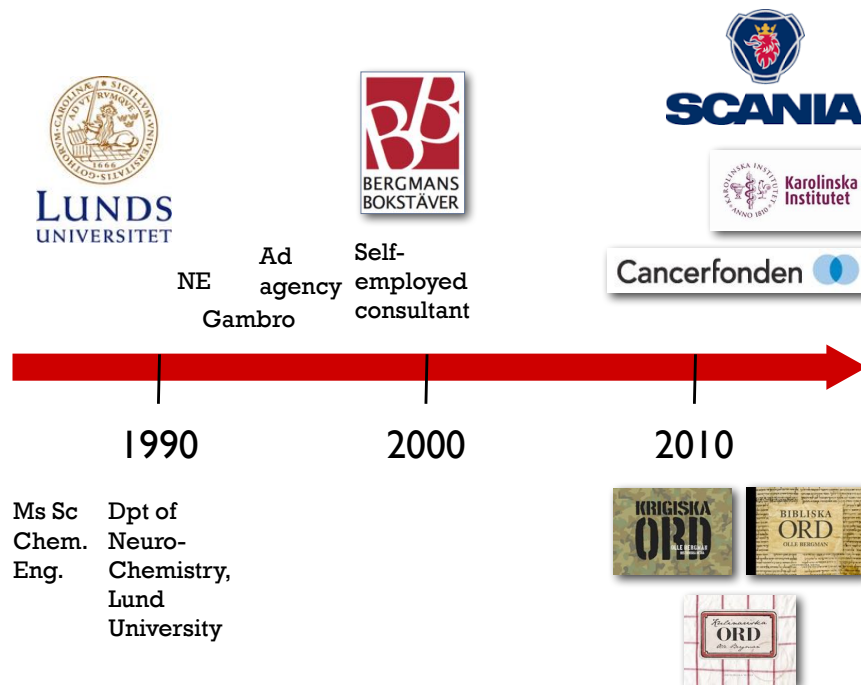




Sigismund
Zygmunt III Waza
1566–1632

Kung av Sverige
1592–99

*Król Polski i wielki
książę litewski*
1587–1632



Basic principles of communication

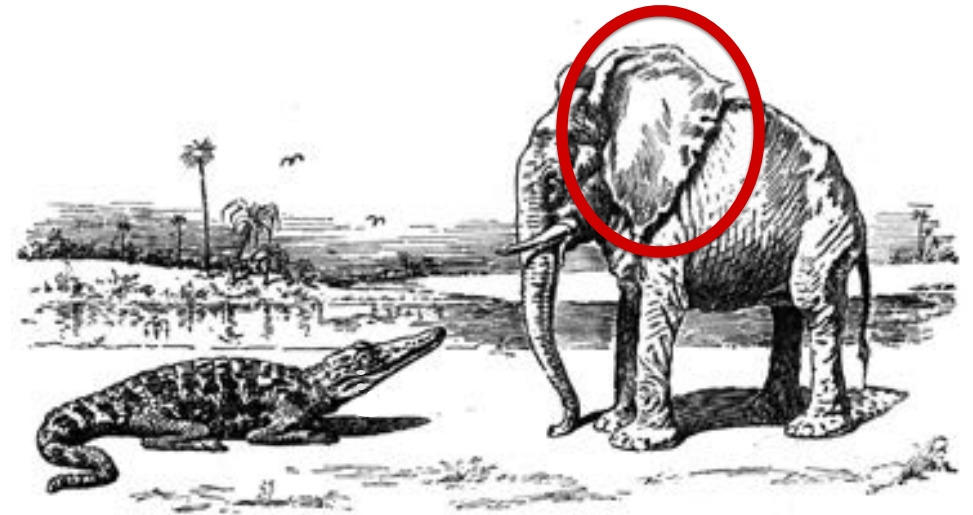
& why rhetoric is still relevant in AD 2015

1 Define your task.



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

Analyze your
target group.



Know yourself.

*"To thine own
self be true"*

Hamlet Act 1, scene 3

**Understand
the limitations
at hand.**

4



**Seek inspiration
in all types of
communication.**


5



RHETORIC

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

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



ETHOS
PATHOS
LOGOS

ETHOS

PATHOS

LOGOS





Attention

Interest

Desire

Action



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Medicine Prizes < 2008 >

The Nobel Prize in Physiology or Medicine 2008
Harald zur Hausen, Françoise Barré-Sinoussi, Luc Montagnier

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Harald zur Hausen - Facts




Photo: U. Mörner

Harald zur Hausen
Born: 11 March 1936, Gelsenkirchen, Germany

Affiliation at the time of the award: German Cancer Research Centre, Heidelberg, Germany

Prize motivation: "for his discovery of human papilloma viruses causing cervical cancer"

Field: disease transmission, medical oncology, virology

Prize share: 1/2

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1

It's not about
you.

Ideas are in no
short supply.

It's about the
potential
of the project.

A man in a dark grey suit, white shirt, and dark tie is shown from the chest up, looking thoughtfully to the right with his hand on his chin. A white speech bubble with a tail pointing to his chin contains the text.

Will they make my
money and
reputation grow?

2

It's not about
your details.

OK, one minute
left. Get to the
point!

It's about your
main messages.

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

3

It's not about
your past.

There are other
smart people
out there.

It's about
what you can do
from now on.

4

It's not about
your prestige

Everything
you know
is wrong.

It's about learning
and developing.

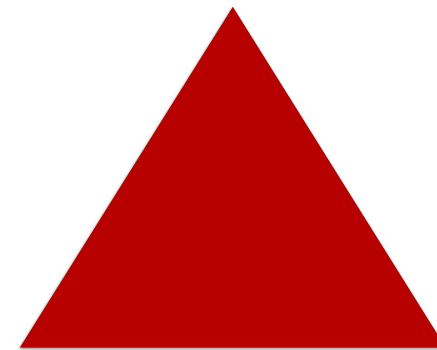
5

It's not about
winning or losing

It's about
building
mutual trust

Everyone
wants to
be the DJ

CONCEPT



TRUST

DRIVE

- See things from the target group's perspective.
- Get the point across, not a thousand details.
- Explain what you can do, rather than what you have done.
- Be humble and prepared to learn.
- Build trust, founded in competence, drive and perseverance.



Communicating with **IMPACT**



THE ELEVATOR **PITCH**

- What do you do as a scientist?
- What problem(s) do you solve?
- How is your research different?
- Why should I care?

CLARIFY
your concept

SIMPLYFY
your message

ENGAGE
your audience

**THE RIGHT
ATTITUDE:**

**personal
modesty
+**

**professional
boldness**