

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

København 10 april 2018



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!

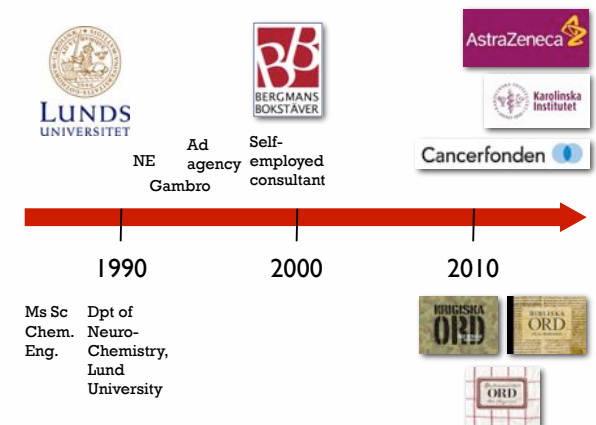
GOALS

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.”





**SOMETHING IS
BROKEN
in scientific
communication
– so let's fix it!**

1. Poor emotional engagement.

2. Strong yet dysfunctional conventions.

3. Widespread do-it-yourself culture.

PROBLEM

**PP
SOLUTION**

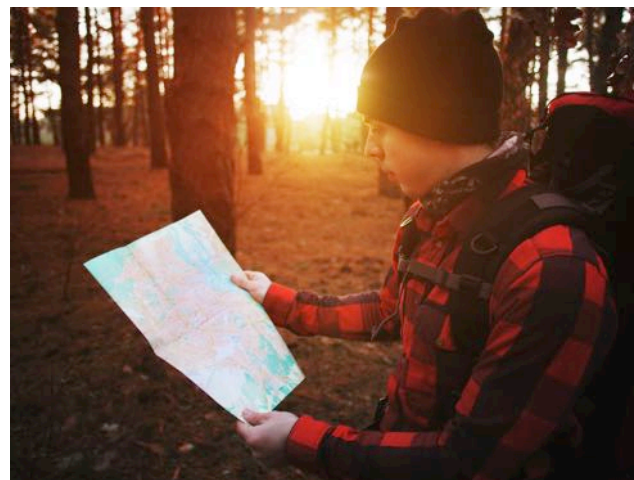
Basic principles
of communication

§ why rhetoric is still relevant in AD 2018

1
Define
your task.

Microsoft®

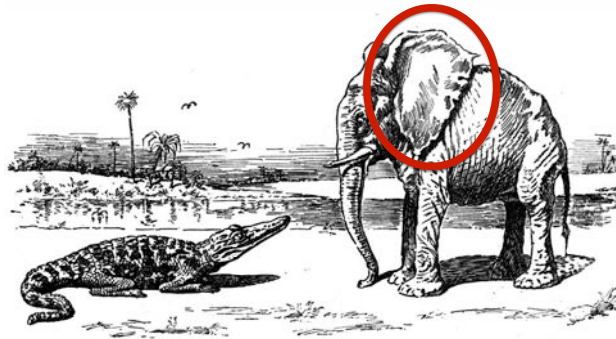
WHERE DO YOU WANT TO GO TODAY?™



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

Analyze your
target group.

2



What ...

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



Australopithecus afarensis

HOMEOSTASIS
SECURITY
HIERARCHY
REPRODUCTION

What ...

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

Know yourself.

3

*"To thine own
self be true"*

Hamlet Act 1, scene 3

Passion

Understand
the limitations
at hand.

4



Seek inspiration
in all types of
communication.

5



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

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



ETHOS

PATHOS

LOGOS

3

Marketing

Attention

Interest

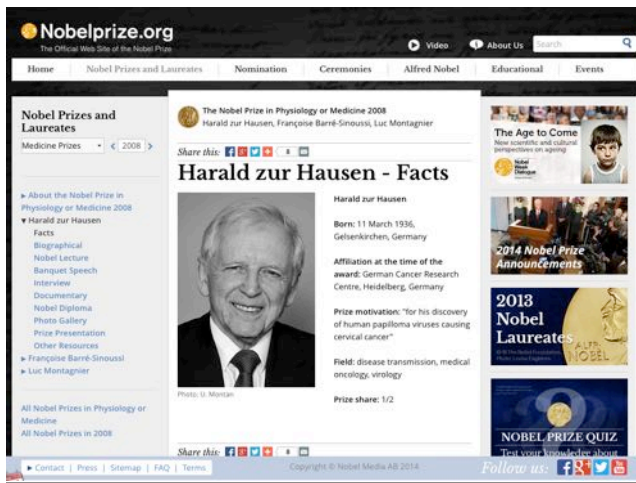
Desire

Action



Storytelling





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



“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



| 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.: 2009) | 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

Preparing your pitch

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

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](#)

PLANNING

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](#)

Something the listener knows. → How your concept is BETTER. → How this will change the world.



PASSION!

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](#)

- 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.

PREPARATION

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>



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

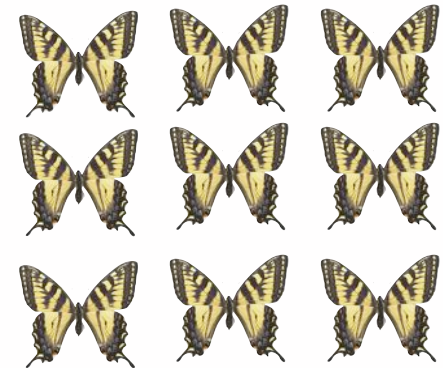
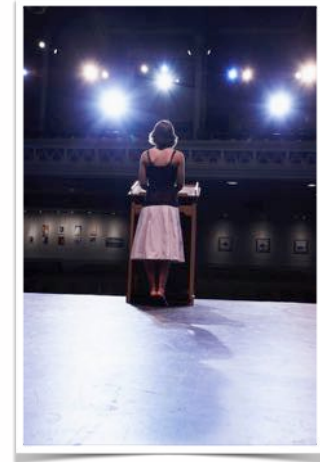
- Work with your draft as a poet or a copywriter. Taste the words. Speak out the melody of the language.
- Start rehearsing your lines. Edit.
- Perform your pitch to a trusted friend. Listen to the feedback and edit.
- At some point: trust yourself that you are done.

2

3

PERFORMANCE

ANXIETY



- 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.