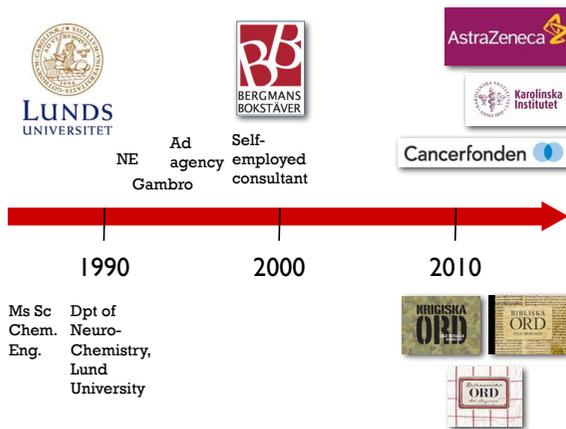


Olle Bergman

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

Define
your task.

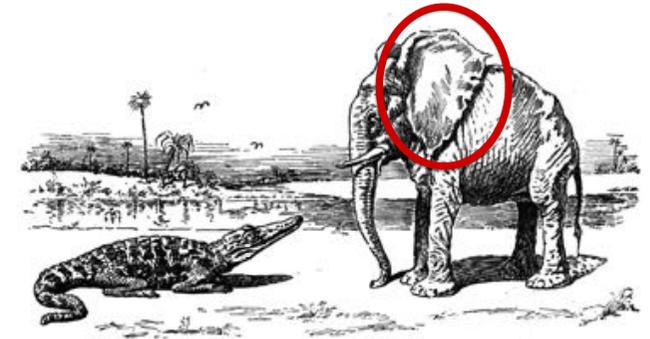
Microsoft[®]

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.



What ...

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



Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

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

CONFIRMATION

Know yourself.

*"To thine own
self be true"*

Hamlet Act 1, scene 3

Passion

Understand
the limitations
at hand.



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

Attention

Interest

Desire

Action



Storytelling



THE ELEVATOR PITCH

—the art of convincing the world in 45 seconds

Olle Bergman, olle@bergman.com

“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



**?
ride
elevator
an
is
long
how
But**

30 seconds?

45 seconds?

1 minute?

3 minutes?

~~**5 minutes?**~~



CONTEST	DISCIPLINE	WHO'S ELIGIBLE?	FORMAT	ESTABLISHED	PRIZES 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

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*

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>

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](#)

- 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.

Scientists

Stem cell biologists



USC University of
Southern California

Pitch Winner 1



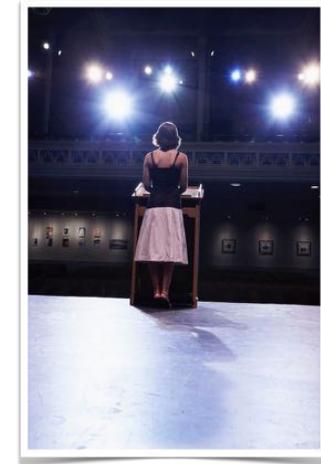
Pitch Winner 2



**Take
home
messages**

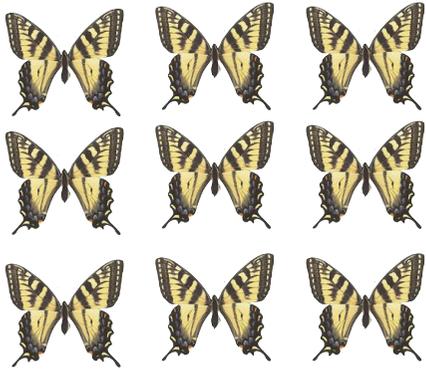
CHECKLIST

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



This is a PowerPoint slide which I show to remind you that it is very boring when the speaker turns his head away from the audience and just reads from the slides.





5 TIPS

for nervous speakers

- ▶ Write a manuscript (but don't use it).
- ▶ Learn a gambit.
- ▶ Use the headline method.
- ▶ Start with an exercise or a demonstration.
- ▶ Dress up or down.