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

København 8 februari 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!**

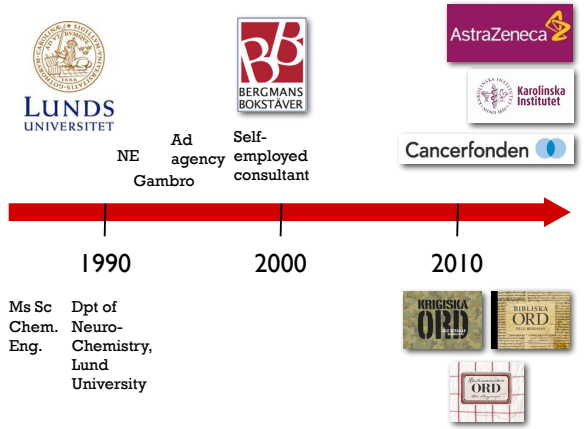
GOALS

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

SOLUTION

PP

Basic principles of communication

& why rhetoric is still relevant in AD 2018

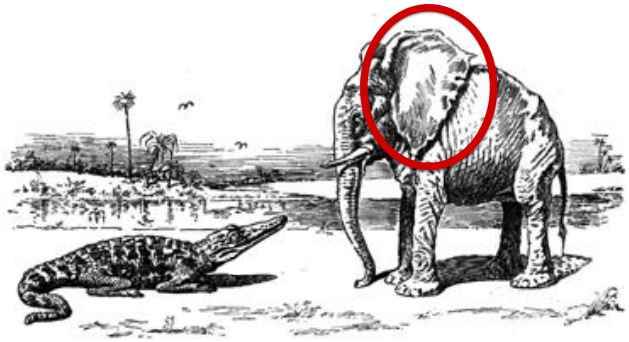
1 Define your task.

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!!

2 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?

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

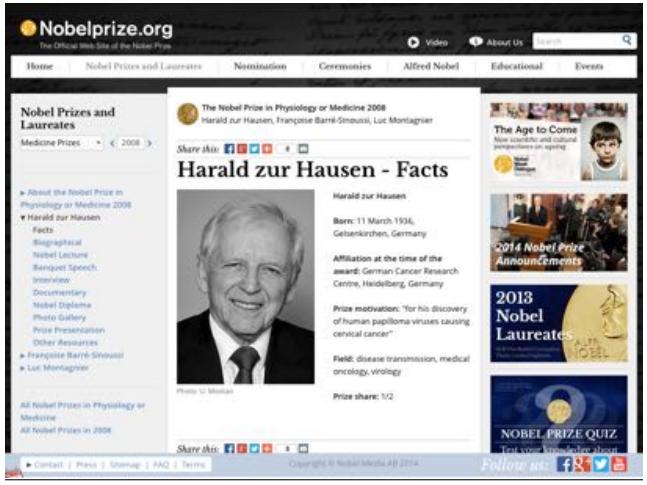
3

Attention

Interest

Desire

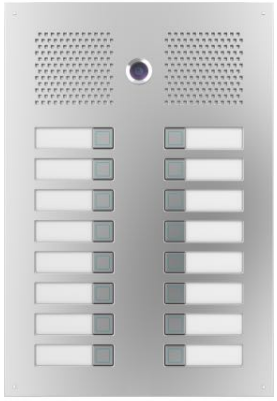
Action



- 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



? ride elevator an is long how But

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

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?

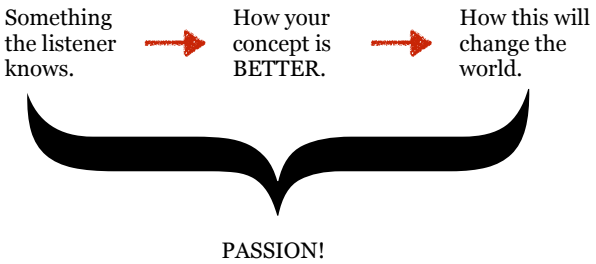
Carmine Gallo: *The Presentation Secrets of Steve Jobs*

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. "Thats 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

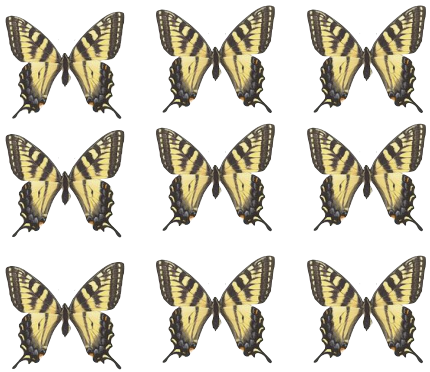
PREPARATION

3

PERFORMANCE

- 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.

ANXIETY



- Don’t talk to 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.

LinkedIn
– your online CV

WHY?

Make your CV available and searchable.

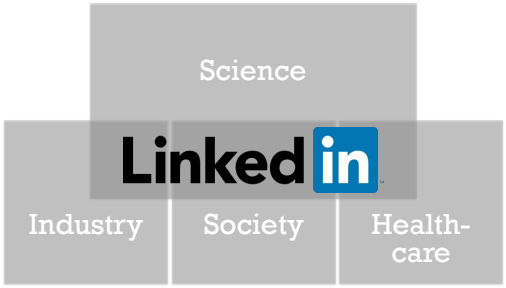
LinkedIn

=

An official starting point
for the professional you.

Develop professional networks.

Find professional groups for the exchange of knowledge and contacts.



labroots.com

frontiers

ResearchGate

SciLogs

nature network

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.

Write a summary.

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

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

Either …

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

… or …

… compile carefully selected material to create a professional persona.

Ask some trusted friends and colleagues to write Recommendations.

Go exploring.