

Elevator Pitches: communicating essentials in 60 seconds

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Communicating your Research

- You may be doing the most amazing, world changing research
– but if no one knows about it ...
- It's key to be able to communicate your research clearly and concisely
- consider your audience – what do they care about?
- choose your language - will acronyms make sense?
- be quick and concise – few people have lots of time to listen
- be creative – find a way to stand out
- include a patient story if you can – it can help underline the importance and impact of your work

Elevator Pitches

- What would be a newspaper headline of your pitch?
- What is your unique selling point (USP), what is exciting about your project?
- What do you/your team do different than others?
- Who is your audience?
- What is the value to your audience? What is in it for them?
- Value = Benefits – (Cost + Risks)
- What is your capability, impact, proof and cost to deliver this
- What do you want your audience to do? buy, support, rollout...

Your turn

- Use the sheet to plan your words
 - Keep it short - about 230 words, 1-3 minutes
 - Start with the item (hook) that captures your listener's attention
 - Focus on what you have achieved, not ideas or plans that might change
 - Leave out details or jargon
 - Allow yourself to talk freely around the key points, don't do a recorded message
 - Listen
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- Practice your pitch and engage with networks of people doing similar things



Try it out

- At your tables
 - each take a turn to try out your elevator pitch to the table
 - give short feedback to each other on what worked, what could be improved
- After you've each had a turn
 - turn to the next table and hear their pitches
 - give short feedback to each other on what worked, what could be improved
- **The more you practice, the easier it gets**

