

Personal Promotion: THE ART OF THE ELEVATOR PITCH

How would you explain your career in one minute or less?

No matter your audience, having a well-crafted, memorized elevator pitch will grow your impact. Not only does sharing your role, goals, and skills help educate the community and your colleagues about the importance of your work, but it has personal and professional benefits, as well.

Teachers, scientists, and clinicians are used to publishing in long, jargon- and data-filled publications that begin with background and preliminary results and end with the research conclusions and key takeaways.

However, when communicating to the public, it's important to be brief (one minute or less) and keep the language simple and familiar.

Your pitch:

1 Flip the order—begin with the bottom line message

After briefly introducing yourself, define your “take home” message. Focus on one main idea and state it in just one or two sentences. Remember to personalize your message to your audience. As the context changes, so should your pitch.

2 Provide the story—explain the “So what?” or “But”

After succinctly introducing your message, create a sense of urgency by giving the “but.” What is it that needs to be done? What is the gap? Remember to address why it is relevant to your audience—not what it means to you—and include details that would spark their interest.

3 Conclude with “therefore”—summarize your actions

Finally, once you have established your topic and its importance, give your listener the “therefore” by addressing what you are doing to solve the problem or fill the gap. If appropriate, see if they would like to get involved.

PITCH

ACTIONS

STORY

MESSAGE



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