

The Elevator Pitch: Presenting Your Research in Conversation

An elevator pitch is a **clear, brief, 1-minute “commercial” about you and your research**. It is a concise statement of your interests and experience to be shared *informally* and *orally* in various professional contexts.

Whether you are a job seeker and want to explain your dissertation/ research agenda, or tenure-track and want to articulate succinctly all the different projects you are working on, the elevator speech can and extremely useful way to present yourself and your ideas quickly and effectively.

I. Your aims are to:

Create a **memorable** and **positive** impression.

Open the door to further conversation.

II. You should answer the following:

Who are **you**?

What is the **topic**?

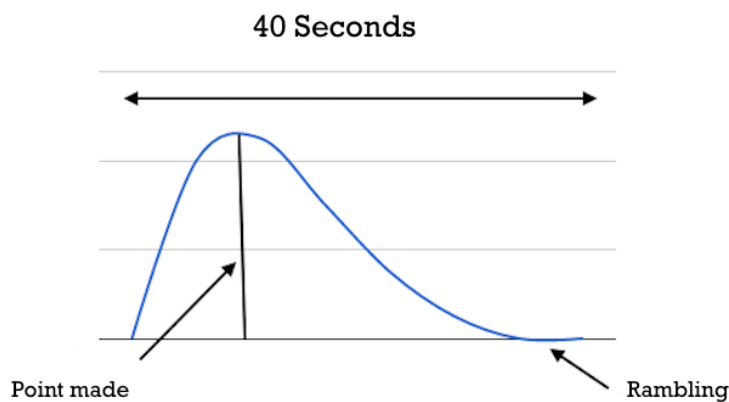
What is the **problem**, issue, or question you are asking and addressing in your research?

Why is that problem **interesting** and **important**?

How does your work **connect** with a broader disciplinary conversation about this topic/ problem in your field, and what does it **add** to that conversation?

What do you want your audience to do **next**?

III. Language and Delivery



Key nouns- Use important words and phrases that are accessible to a wide range of people.

Avoid jargon!

Grab the audience's attention

Eye contact and **enthusiasm**

IV. Practice!

Out loud and in front of a mirror. It should be *no more than one minute*.

V. Sample Elevator Speech Outline

These 10 prompts can help you plan your elevator speech; each idea can be converted into one short, powerful sentence:

You:

1. Open with a statement or question that grabs the listener's attention and prompts questions.
2. Tell who you are,
3. Tell what you do (be enthusiastic!).

Research:

4. State the problem you are addressing.
5. Say why it is unique and interesting (give an example).
6. Explain why you are interested in your listener

Benefits:

7. State how your research fits into the broader academic field.
8. Prove your research can offer something *more*.

Action:

9. Tell how your research affects the listener; explain their role.
10. Explain what is next. Finish strong!

If you are having trouble:

1. Write down all that comes to your mind.
2. Cut the jargon and details, making strong, short and powerful sentences.
3. Eliminate unnecessary words.
4. Connect the phrases to each other so it flows naturally and smoothly.
5. Memorize key points and practice.
6. Ask yourself: Have you really answered the key question of your *listener*: "What's in it for me?"

For additional help:

"The Elevator Pitch": University of Notre Dame

https://graduateschool.nd.edu/assets/76988/elevator_pitch_8_28_2012.pdf

Creating an Elevator Pitch- 2min or Less: UC Santa Barbara

<http://career.sa.ucsb.edu/students/job-search/creating-elevator-pitch-two-minutes-or-less>

The Elevator Pitch: American Psychology Association

<https://www.apa.org/science/about/psa/2014/06/elevator-pitch.aspx>