The Elevator Pitch

presenting your research in brief summary/conversation
What is an elevator pitch?

- a concise statement of your research interests and experience to be shared informally and orally in various professional contexts

- a concise, carefully planned, and well-practiced message about your professional self that your mother should be able to understand in the time it would take to ride up an elevator
Where do I share an elevator pitch?

- a brief encounter with a colleague or scholar in your field at a conference
- introductions around a table at the beginning of a meeting
- When talking with a guest speaker
- an actual elevator ride with someone
- a “What is WRC?” event 😊
What is the **goal** of an elevator pitch?

- To clearly explain your research/project
- To get others interested in your research/project
- To create a memorable and positive impression (especially to convince others you have an interesting, focused project that "shows off" your WRC coursework and skills)
- To open the door to further conversation
What goes in an elevator pitch?

- Clear, succinct identification of the topic and goal(s) of your research/project
- Clear, succinct identification of the problem, issue, or question your research/project is asking and addressing
- Clear, succinct explanation of why that problem, issue, question is important (e.g., so what?)
- Clear, succinct indication of how your work connects to broader disciplinary conversations about this topic/problem and what your work adds to those conversations
How do I craft my elevator pitch?

- Aim for no more than 1 minute of talking

- Start with a memorable hook (e.g., The phrase “I study the biogeography of salt” stands a better chance of catching somebody’s interest than “Ionic requirements are pervasive among all of life, most notably consumers, and given that sodium is distributed nonrandomly in the biosphere, it stands to reason that salt limitation will vary as well.”)

- Offer information that is accessible to a wide range of educated people; avoid jargon if possible or deliver specialized terms using quick explanations

- Conclude with where you are in the project (e.g., just getting started, in the midst of gathering data or writing)
How do I deliver the elevator pitch?

- Maintain good eye contact
- Convey your enthusiasm for the project
- Practice, practice, practice!