

## ONE MINUTE ELEVATOR PITCH

### What is an Elevator Pitch?

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your research is about. It helps create interest in your research – and in you. A good elevator pitch should last no longer than a short elevator (lift) ride of no more than one minute. Your pitch should be:

1. Interesting;
2. Memorable;
3. Succinct and;
4. In non-academic language.

### Why is it helpful for your research impact?

- It helps to create a memorable and positive impression, quickly.
- It may help to open the door to further conversations where you can give more detail on your work.
- Communicates the core purpose of your research in a manner that is interesting and engaging, without overwhelming an individual or audience.
- Highlights what's unique or different from all other research in this area;
- If you have an elevator pitch prepared, you will always be ready for any situation or new introduction.

### When to use it?

- Public engagement events and activities;
- Media work;
- When meeting with stakeholders, potential funders and commercial clients;
- Networking events;
- Social media activity – you can film your elevator pitch for Twitter and Facebook.

### Designing your Elevator Pitch:

**1. Identify Your Goal** - Start by thinking about the objective of your pitch, i.e. what would you like this pitch to achieve from the perspective of your research. What can the person you are delivering the pitch help you with, or how might they benefit from engaging with your research?

**2. Explain What You Do** - Start your pitch by describing who you are and what you are researching. Focus on the problems that you solve and how you help people. If you can, add information or a statistic that shows the value in what you do and the scale of the challenge/issue you are researching.

**3. Communicate Your Unique Selling Point (USP)** - Identify what makes you or your research unique. What do you want the individual or audience to remember you for?

**4. Use non-academic language** – communicate with your audience in every-day language. Do not underestimate the intelligence of your audience, but equally do not overestimate the capacity for non-academics to engage with academic language. If in doubt, check <http://www.plainenglish.co.uk/free-guides.html> and <https://www.publicengagement.ac.uk/do-it/techniquesapproaches/writing-non-specialists>.

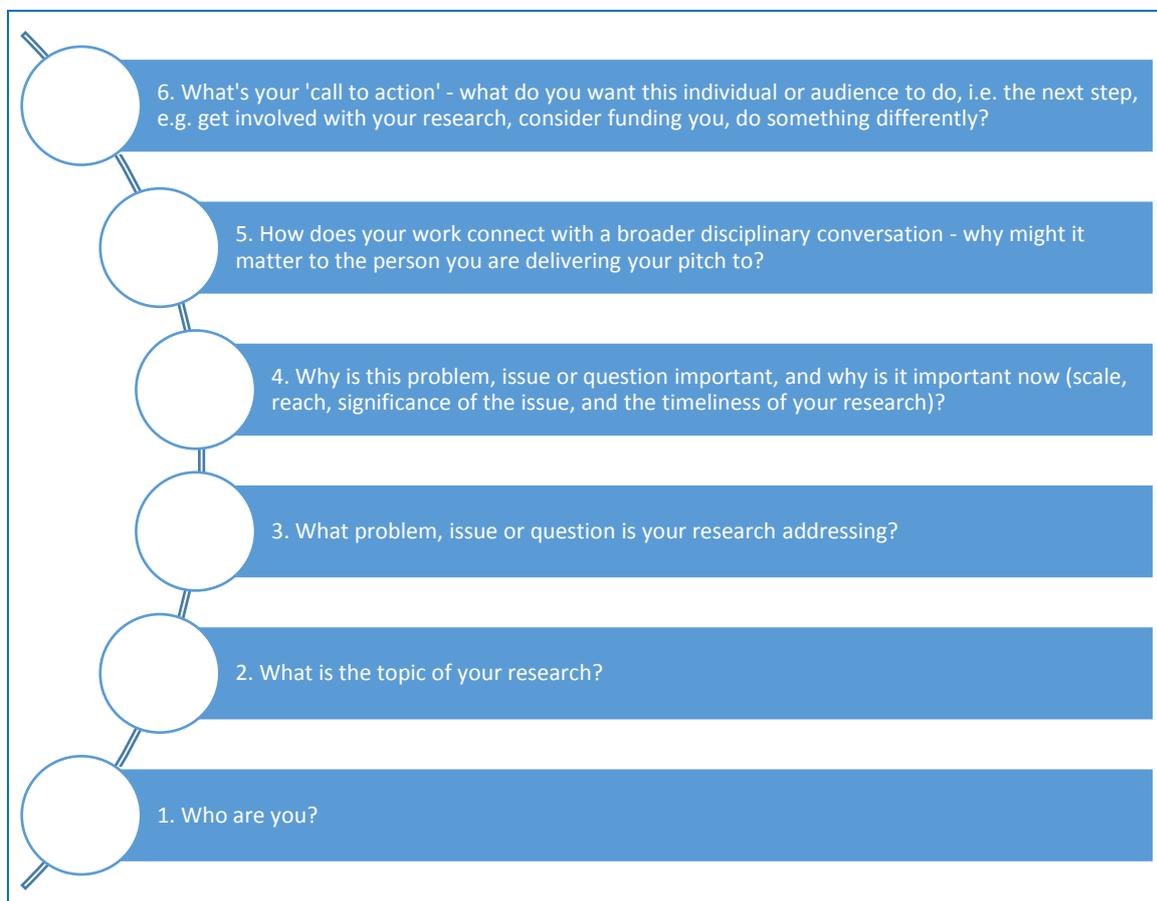
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**5. Engage with a Question** - After you communicate your USP, you need to engage your audience. To do this, prepare open-ended questions (questions that can't be answered with a "yes" or "no" answer) to involve them in the conversation.

**6. Put It All Together** - When you've completed each section of your pitch, put it all together. Then, read it aloud and use a stopwatch to time how long it takes. It should be no longer than one minute. Otherwise you risk losing the person's interest, or monopolizing the conversation. If longer than one minute, cut out anything that doesn't absolutely need to be there. Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better.

**7. Then practice, practice, practice to become pitch perfect** – Practice in front of the mirror, practice in front of your friends, practice with your colleagues. Practice in front of your cat! Read your listeners' facial expressions to gauge response to your pitch. Practice introducing enthusiasm to your voice tone and body language. Adjust the content if necessary.

### Elevator Pitch Template – Telling your story in one minute:



### Video Example:

Sam Illingworth?