

Elevator Speech

We all encounter situations in which you are asked what you do. You tell them only to have them look dazed and confused. How do you explain your science to them in a way that makes them interested and so that they can understand the importance of doing basic research?

We all have a responsibility as scientists to advocate for the importance of scientific research, whether it be to discuss what we do, to convince others about how basic research has led to important discoveries that impact medicine, or to advocate about the facts of global warming to try and save our planet.

Goal:

To sell your science in 2' or less.

Key Points:

- Focus on the big picture
- Avoid jargon and scientific terms
- Try to come up with a good analogy for your science
- Be excited about your work- if you sound bored-so will they
- Summarize with a focus on the important implications of your work

Helpful Links

<http://www.nature.com/naturejobs/science/articles/10.1038/nj7435-137a>

<http://thepostdocway.com/content/elevator-pitches-scientists-what-when-where-and-how>

<https://www.ascb.org/elevator-speech-contest/>