

Meet you in the elevator!

Pitching yourself and your research.

Maren Scheffel and Dirk Börner

Why we do that?

Dirk's story

Maren's story

Physical Warm-Up

- Stretch
- Tense and release different parts of body
- Stand and sit both passively and actively
- Walk, count/connect your steps and breaths
- Roll your shoulders. Lift/inhale - drop/exhale
- Drop the neck. Roll the neck
- Stomp your feet
- Close, open and roll your eyes

Breathing Exercises 1

Releasing: Yawn and relax the throat. Lift upper palate. Tense your whole body and release. Lay a hand on tension areas and fill the areas with breath

Focusing: Breathe while resting one hand on the chest and one hand on the diaphragm. Count timing of exhale and inhale, hiss to a point from close to far.

Breathing Exercises 2

Strengthening: Imagine being 'spooked' to catch your breath and find it. Inhale(release) and exhale (retract) sharp and even. It should feel specific and at the same time dynamic. Control by breathing in and out on counts. Push away back of your chair with breath.

Resonance

Chew

Release jaw with thumbs under the chin and index finger holding the front of the chin

Clasp your hands and shake the jaw loose

Hum 'Happy Birthday', lips slightly touching

Articulation Exercises 1

Lips: Blow through lips, pucker the lips.

Tongue: Roll the tongue, point the tongue, press cheeks out with the tongue. Tip of tongue behind teeth and press out center of tongue. Practice your difficult key words.

Articulation Exercises 2

- PTK BDG MN NG
- woo-roo
- the mouth, the teeth, the tip of the tongue
- strange strategic statistics
- very well, very well, very well
- analytical theoretical methodological
- unanimous anonymous
- specificity

Articulation Exercises 3

How much wood would a woodchuck chuck if a woodchuck could chuck wood? A woodchuck would chuck all the wood he could chuck if a woodchuck could chuck wood.

She sells seashells by the seashore.

You have one minute to explain yourself, your business, your goals, and your passions. Your audience knows none of these. Are you prepared? Can you present your vision smoothly, enticing them to want to know more?

[<http://www.alumni.hbs.edu/careers/pitch/>]



Who

Describe who you are

Keep it short.

Hint: What would you most want the listener remember about you?

What

Describe what you do

Here is where you state your value phrased as key results or impact (your tag line).

Hint: This should allow the listener to understand how you or your company would add value.

Why

Describe why you are unique

Now it's time to show the unique benefits that you and/or your company bring to business.

Hint: Show what you do that is different or better than others.

Goal

Describe your goal

Describe your immediate goals. Goals should be concrete, defined, and realistic. Include a time frame.

Hint: This is the final step and it should be readily apparent to the listener what you are asking of him or her.

Preparation Checklist

Topic

Three main points

Purpose of presentation - what is your aim?

Why is this important to you? How is it relevant to the listener?

What do you want the audience to know by the end of the presentation?

Your turn!

Step in the elevator!

Be prepared to pitch...