

Perfecting Your Elevator Pitch

October 10, 2019

Office of Proposal Development

Agenda

- 2:00 Welcome, OPD
- 2:05 *The Curse of Too Much Knowledge*, Felicia C. Coleman, Ph. D.
- 2:30 Breakout Session A
- 2:50 Breakout Session B
- 3:10 Breakout Session C
- 3:30 Reconvene for Final Pitches

Keynote Speaker



Felicia C. Coleman, Ph. D.

Director, Florida State University Coastal
& Marine Laboratory

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Dr. Coleman is a marine ecologist with primary research interests in species interactions and habitat use. These interests extend to examining how science is incorporated in policies that affect the management and conservation of marine organisms and space. She has served on several federal marine resource committees, including the Gulf of Mexico Fishery Management Council and the GMFMC Ecosystem Scientific and Statistical Committee. She also has served on National Academy Research Council committees on Marine Protected Areas, on the use of Best Available Science in Fisheries Management, and on a panel evaluating the sustainability of field stations and marine laboratories. She is an *Aldo Leopold Conservation Fellow* and a *Pew Fellow in Marine Conservation*. Dr. Coleman is currently director of the Florida State University Coastal and Marine Laboratory and Co-Principal Investigator of the Apalachicola Bay System Initiative.

Small Group Facilitators



Farrukh Alvi

Associate Dean for Research & Graduate Studies
FAMU-FSU College of Engineering



Neil Charness

William G. Chase Professor of Psychology
Director of the Institute for Successful Longevity



Marcy Driscoll

Dean Emerita and Professor
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Laurel Fulkerson

Associate Vice President for Research
Professor of Classics



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Associate Dean for Research
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Mike Mitchell

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Richard Nowakowski

Randolph L. Rill Professor of Biomedical Sciences & Neuroscience
Department Chair of Biomedical Sciences



THE MESSAGE BOX

The message box is a tool to help you organize your thoughts and identify key points. It is designed to be flexible – it can be used to help structure a presentation, organize a lecture, outline a proposal or prepare for an interview.

Your audience – a journalist, colleagues at a professional meeting or a group of second graders - can only absorb a limited amount of information. Your goal as an effective communicator is to identify the information that is critical to your audience - what *really* matters to them, what do they *really* need to know. Start by listing the central issue, then “frame” the issue with the most relevant information.

Streamline your information into concise messages by answering the following questions:

- What are the problems/conflicts/issues involved (Problems?)
- Why does this information matter to my listener (So What?)
- What are some of the possible solutions to this problem (Solutions?)
- What are the potential benefits of resolving this problem (Benefits?)

Consider these questions as your “starting point.” If the questions don’t exactly apply, rework them to get at the “meat” of your information - keep asking yourself *So What? Why?*

Pare down your ideas so that each message is one or two concise sentences – if you still have a paragraph, keep working. Once you have honed in on your key points, list anecdotes, sound-bites, and facts that reinforce your messages.

The principle is easy but it takes time to develop messages that work for you and your audience. Keep working to refine your messages - they will evolve and get better over time.

The Message Box

Audience: _____

