Creating your Elevator Pitch
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Materials adapted from Chris Feak and Pamela Bogart, ELI

Everyone needs an “elevator pitch” - that brief introduction in which you tell others who you are and what you do. When asked what you do, you need to be able tell both experts and non-experts about your training, your research and scholarship, and why this should matter to them. Learn how to effectively communicate your work and present yourself in a clear, concise, and effective way.

Agenda

- What is an elevator pitch?
- Practice
- Purpose
- Making it interesting
- Practice (again)
- Organization; Zooming in and zooming out
- Audience + Purpose → Strategy → A great pitch
- Practice (if we have time for one more!)
- ELI offerings--see http://www.lsa.umich.edu/eli
Potentially useful phrases in giving an elevator pitch in response to the question, “So, what do you do at Michigan?”

**Openers**
Imagine ________________.
In our lab/research group, we work with _________ called ____________.
... but what if you had _____________?
If you had to guess the ____________, what would you say?
My research is to reveal/figure out/find out/design/model/discover ________________.
My goal is to ________________.
Today, we have over [number] in the world.

**Results/Impact**
This will result in ________________.
Through ________________, we can revolutionize ________________.

Space to make notes for your elevator pitch: