

The elevator pitch

Groups of 3 students. You will practice this exercise in 3 rounds – and change roles in each round.

Student 1:

Compose an “elevator speech” to summarize your research(orally) in **one minute** or less, in such a way that any university student could understand what you are saying. Your elevator speech should include the general problem that you are trying to address and a basic description of the study you are conducting. If the research is not yet completed, you should summarize your study aims and why it matters. If your research is already completed, you should summarize your main finding, and why it matters.*

Student 2: listens, then summarizes what student #1 says

Student 3: listens, then comments on student #1’s clarity and gives suggestions.

** Hanna, M., & Hanna, M. (2019). The elevator speech. How to Write Better Medical Papers, 45-46.*

Half-Life Your Message

Groups of 3 students. You will practice this exercise in 3 rounds – and change roles in each round.

Student #1:

The 3-minute Half-Life Your Message exercise involves iteratively shaping a single, core message by progressively compressing a self-imposed time constraint during a spontaneous oral presentation. During Half-Life Your Message, a communicator first takes 60 seconds (and no more) to speak aloud without prior preparation on a topic of interest. Immediately following the completion of the 60-second task, the communicator starts again and communicates the same core idea but this time in only 30 seconds. *

Student #2: watches the timer

Student # 3: gives feedback

**Aurbach, E. L., Prater, K. E., Patterson, B., & Zikmund-Fisher, B. J. (2018). Half-life your message: A quick, flexible tool for message discovery. Science Communication, 40(5), 669-677.*