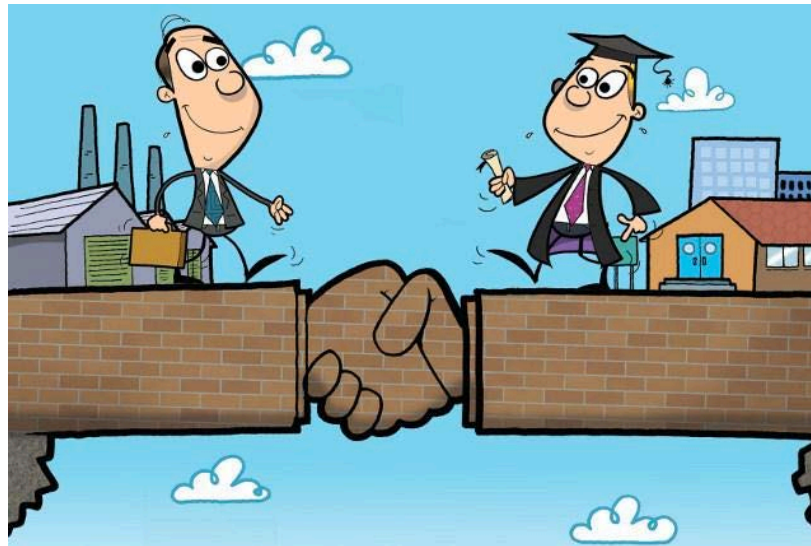


THE PERFECT PITCH: 3 Steps, 3 Minutes



Sherin Al-Safadi, MSc, MBA, PhD
Medical Science Liaison - Ophthalmology
Bayer Inc.



A GREAT PITCH

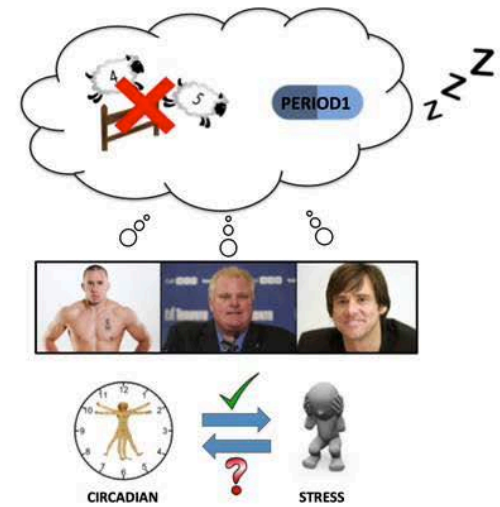
3-Minute Thesis (3MT)

- **Academic competition for research students**
- **Explain your research to a non-specialist audience**
 - 1 slide, 3 minutes
- **Promote research, network, prizes**
- **Regional & National competitions**

Develop a winning pitch, with the support of professional communication experts!



Sherin Al-Safadi
Concordia University



**“BETTER SLEEP WITHOUT COUNTING SHEEP:
PERIOD1”**

3MT Challenges

“SO WHAT?”





THE PERFECT PITCH

What is the Elevator Pitch?

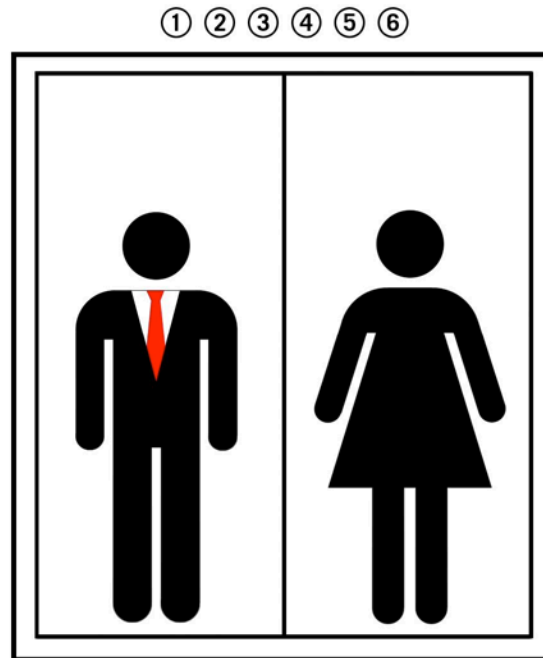
- **Clear, concise, engaging**
 - > 3 minutes
- **Verbal positioning**
- **Value proposition**
 - Summarizes the essence of your value



JOB INTERVIEW

GROUP SETTINGS

FAMILY



DATES

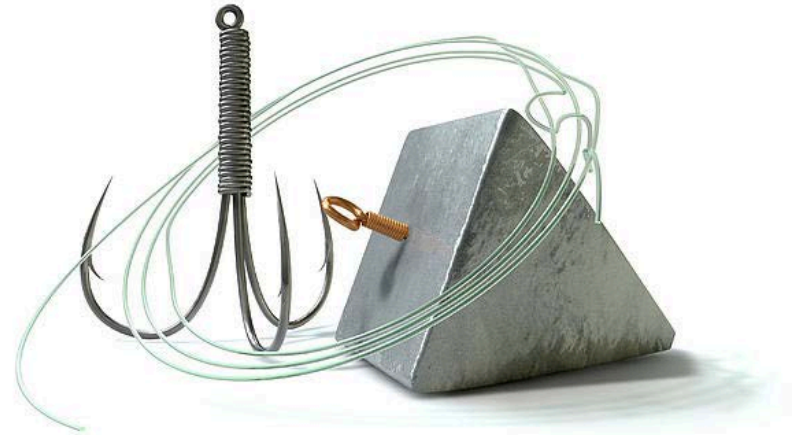
PRESENTATIONS

NETWORKING EVENTS

What Makes a Good Pitch?

3 STEPS:

- **“Hook”**
 - Know Thy Audience
- **“Line”**
 - Your skills (not your CV!)
- **“Sinker”**
 - The Ask



“Hook”

- **Know Thy Audience**
 - Helps position you
- **Get their attention**
 - Hook them with a story
- **Convey your passion, your “why”**
 - Decision-making is rooted in emotion
- **Don’t bounce around**
 - Keep the story in a logical order



“Line”

- **Qualities and skills**
 - Not roles and functions!
 - Transferable skills
- **“So what?”**
 - Translate your experiences
- **Distinguish yourself**
 - Be explicit about your strengths
- **Pick your words carefully**
 - No jargon
 - “strong communicator” vs “persuasive story-teller”



“Sinker”

- **Spell it out**
- **Be positive**
 - Clear sense of direction
 - Eagerness to achieve
- **Be confident**
 - “Well, it’s not that important, but I...”
- **Close with questions**
 - Good conversation = 2-way conversation





TOP 3 DOS & DONTs

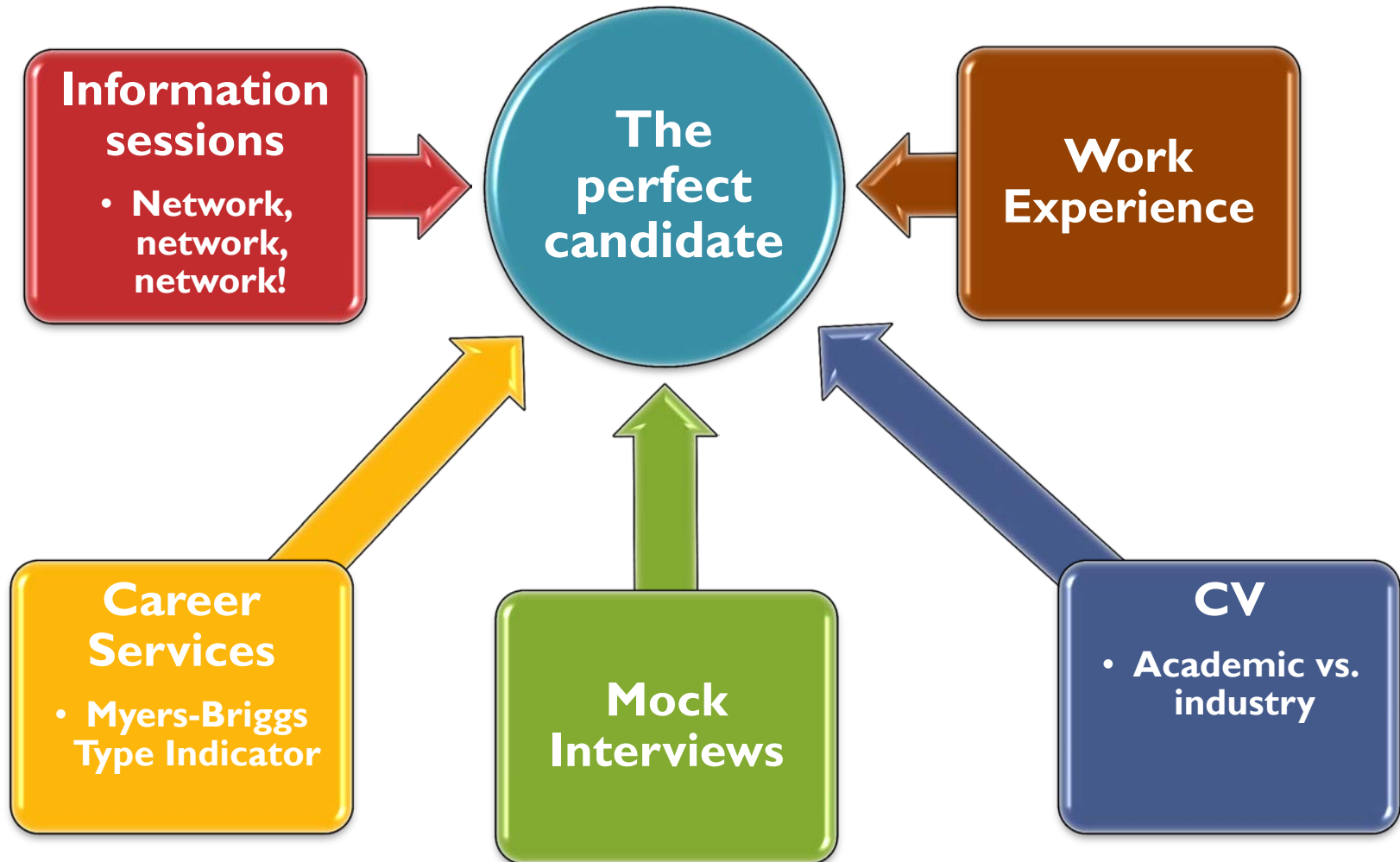


- **Don't memorize your pitch.**
- **Don't wing it.**
- **Don't forget the big picture.**



- **Preparation is key.**
- **Practice makes perfect.**
- **Role play.**

Recipe for Success



CONGRATULATIONS!

