THE PERFECT PITCH: 3 Steps, 3 Minutes

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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!**
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"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.
The perfect candidate

Information sessions
• Network, network, network!

Career Services
• Myers-Briggs Type Indicator

Mock Interviews

Work Experience

CV
• Academic vs. industry

Recipe for Success
CONGRATULATIONS!