

# Digesting refuse without O<sub>2</sub> or jargon

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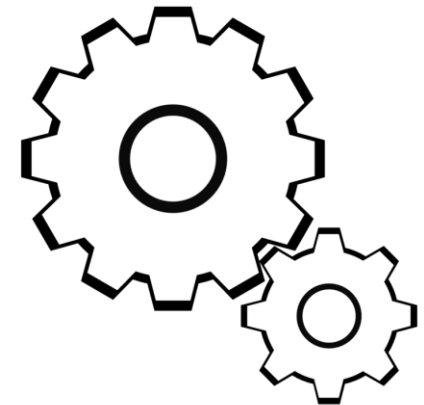
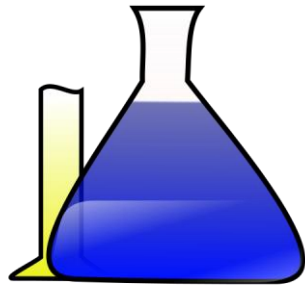


# Goals:

- Communicate your research efficiently and effectively to:
  - Other scientists in different fields
  - The public
  - Funding agencies
- Thoughtful use of jargon
  - Obfuscation
  - Necessity
  - Don't dumb down

# The multidisciplinary paradox

*(We understand our discipline, but how can we communicate more effectively with other people in order to work together effectively?)*



# Anything can be made interesting!

How did Hans make the session interesting?

- Personalisation – Humour and personal touch humanising the presentation:  
“Sweden won the Winter Olympics, and I was born!”
- Body Language and Facial Expressions – provides emphasis and excitement
- Graphics
- Voice - Tone, Articulation, Speed, Emphasis
- Presents stats with the drama and urgency of a sports caster

View Hans Rosling here (4:47):

<https://www.youtube.com/watch?v=jbkSRLYSojo>



# The Elevator Pitch:

Tell me about yourself ...

- What do you do?
- Who do you do it for?
- Why do you do it?
- What results do you deliver?



# The Elevator Pitch:

Tell me about the topic ...

- What is it?
- Why are you interested in it?
- Why should we be interested in it?
- How will it affect our lives?



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# Elevator Pitch – Considerations

- Keep it short
- Have a hook – get their interest (*What is the value of your topic*)
- Don't overwhelm with technical details and terminology
- Target it appropriately
- Practice makes perfect
  
- Be interested in it!
  
- Body Language
  - What you say 7%
  - How you say it 38%
  - Body language / facial expressions 55% (Dr. Albert Mehrabian 1960s)



# What an elevator pitch looks like

Example of 30 seconds of text

We use very high-frequency sound to move biological cells around and that should be really useful in helping us to find bugs and other bacteria. For example, we can increase the number of bugs in a water sample to make them easier to find or we can push up onto a surface so we can see them. We can also move flowing bugs into the focus of a microscope and that should allow us to see more than 200,000 cells every second. All of these different ways of doing things should help us to find and recognize dangerous bugs more quickly.