

# Elevator Pitch Workshop

With Special Guests Dean Krauthamer(Graduate School),  
Shana Passonno (OPD), and Heidi Bauer-Clapp (OPD)

# How This Works

- Get into small groups
- With your group, join one of our guests
- The first group member will give their pitch to that guest (~2 min)
- Immediately move on to the next person
- Once everyone in the group has gone, discuss how it went and provide feedback for each other (~2-3 min)
- Then guests will switch to the next group
- You will have ~13 minutes per round – I will give a heads up when it's time to switch to the next person in the group and when it's time to switch groups

# Guest Roles

- Dean Krauthamer: Faculty member you met while eating at the Blue Wall who is in a different, but related, field from you
- Shana Passono: A new friend who is asking about your research but is not in science or academia
- Heidi Bauer-Clapp: Senior editor at WIRED you met at a conference and want to pitch your work to

So...how'd it go???

# Introducing: the Narrative

- For the next few weeks, we'll be thinking about different kinds of narratives and how to use them to communicate more effectively
- This unit will begin with a talk by Tim Miller next week in the Campus Center (Room 162-75)
  - He will be talking to us more about narrative theory
  - Check out his website, [Spoken Science](#), for a little bit of background info on him
  - His book, [Muse of Fire](#), is free & available to download
- In preparation, please watch Randy Olsen's [TED Talk](#)
- Randy has a lot of amazing and useful stories to tell. I highly suggest his books and movies (which I have access to – ask if you're interested):
  - Don't Be Such a Scientist (book)
  - Houston, We Have a Narrative (book)
  - Flock of Dodos: The Evolution-Intelligent Design Circus (movie)
  - Sizzle: A Global Warming Comedy (movie)