
SHOW NOTES

Tips on Communicating Your Work for Research Faculty

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Why focus on communicating and sharing your work with others?

- You have a **moral imperative** / an obligation to society to share information about your research and work.
 - This is the most important point and often not apparent to new investigators.
- You **ought to** do it – you may find yourself in front of various audiences and opportunities may present themselves when you initiate a discussion about your research.

Tips on communicating about your research

- **Begin by sharing the “why” of your work**
 - **Spend some time thinking about the “why” of your work.** Why you do what you do; your passion around the work you do and the impact you want to have with your work.
 - “People don’t buy *what* you do, they buy ‘*why*’ you do it.” (Simon Sinek)
 - “Start With Why” TED talk (5-minute version):
 - <https://www.youtube.com/watch?v=IPYeClXpxw>
 - “Start With Why” TED talk (full 18-minute talk):
 - https://www.youtube.com/watch?v=u4ZoJKF_VuA
- **Make communicating about your work an intentional habit;** be prepared to share information about your work with anyone.
 - <http://blogs.nature.com/naturejobs/2018/03/30/communicating-your-research-get-it-right-do-it-often-it-really-matters/>
- **One method is to organize what you will share in the format of an “elevator speech”**
 - What do we mean by an “elevator speech?”

“It is truly a privilege in this society to be able to do research and you owe it to the society to share the value of your research...”

David Ornelles, PhD

- A brief (~45 second) message about your research/work that conveys the “why” of your work, the nature and the impact of your work.
- **Developing an effective elevator speech:** Univ Nebraska - Lincoln Office of Graduate Studies
 - Begin by developing a few sentences about your research that has broad appeal to a general audience.
 - Specify the important issue your research addresses, or the “hook” that would capture your audience's attention.
 - Then, develop three to five succinct sentences explaining the general topic and nature of your research - avoid jargon!
 - Finish with one or two sentences connecting your research to the important issue you began with and describe your next steps.
- **Practical steps to develop an Elevator Speech:**
 1. Write it out - 100 words or less
 2. *"Differentiate what you do from how you do it....Start with the big picture of your research, give it context, and then proceed to the main points you want to convey."* (from: "Elevating Your Elevator Talk", by Marty Schmer. CSA News, June 2012, p. 38.)
 3. Use plain language (no jargon) - distracting jargon (mechanic fixing my car)
 4. Convert what you've written to speech
 5. Practice!
 6. Prepare for questions
 7. Start a conversation
 8. Customize your message
- Be **respectful** of your audience – you never know when you may find yourself in front of someone who,

- Is a potential investor in your research,
- Is a potential collaborator,
- May act to share information about your research with others.
- **A good elevator speech:**
 - is brief but memorable
 - piques the interest of your audience
 - presents you and your work clearly
 - is a conversation-starter
 - is adaptable for different audiences
- **“Use your fingers”**, meaning, if you have to go beyond your fingers on one hand to count the topics you’re addressing, your message is likely too complicated.
- **Gamify it!**
 - <https://www.acsmeetings.org/elevator-speech>
 - [elevator speech judging form](#)
- Similar activity - **the 3-minute Thesis presentation (or 3-MT)**
 - https://en.wikipedia.org/wiki/Three_Minute_Thesis
 - <http://graduate.cees.wfu.edu/magazine/three-minute-thesis-peoples-choice-award-winner-norm-fraley>

Wrap-up and Action Step recommendations

- Determine the “why” of your work.
- Make communicating about your work an intentional habit
- Craft an “elevator speech”
- Write out and practice your elevator speech

- **Initiate conversations about your research!**

Resources:

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- NatureJobs Blog Post
 - [Communicating your research: get it right, do it often. It really matters.](#)
- UNIVERSITY of NEBRASKA–LINCOLN Office of Graduate Studies
 - [Your Elevator Speech](#)
- UNIVERSITY of NEBRASKA–LINCOLN Office of Graduate Studies
 - [Communicating Your Research to a Lay Audience](#)
- Gamify your elevator speech
 - <https://www.acsmeetings.org/elevator-speech>
 - [elevator speech judging form](#)
- **The 3-minute Thesis presentation (or 3-MT)**
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