What’s an Elevator Pitch?

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- Opinions are mine

- Most of what I am sharing I have learned from others
Elevator Pitch (Know Yourself)

- You need one.
- “Advertise your research and yourself…”
- Never know when it will be useful.
- Tell a good story in a few sentences is powerful.
- Just enough to make people interested in following up.
- Helps frame your ideal fit.
How long is the average elevator ride?

- Who you are
- What is the focus of your research
- Why your work is important
  (why should the public care?)
- You have to actually write it out.
- No jargon
- You need to practice, practice, practice.
How long is the average elevator ride?

I am a trauma surgeon who also has an interest in artificial intelligence research. Do you know what AI is? [AI is what powers self-driving cars, products like Alexa, and helps Amazon make suggestions for your next book.]

I Direct a campus wide AI initiative, SmarterHealth, that brings our scientific researchers together with industry partners to create solutions for patients and providers that improve patient outcomes, make care safer, and remove inefficiencies in healthcare. [These inventions are actually already impacting patient care.]
Does the institution or will the institution embrace what you are pitching in the elevator?

“If I asked my customers what they wanted they would have said a faster horse.”

Henry Ford
Value Assessment

- Rank Order
  - Protected time [What does that mean?]
  - Clinical-Research time balance [Maintenance of skills?]
  - Funding priorities [Support what I am interested in? How are people funded?]
  - Time frame for success [How quick did others get there? Expectation?]
  - Freedom to discover* [Non-traditional work rewarded?]
  - Success [What is the metric?]
  - Culture [How is science valued?]  
  - Flexibility [Can I grow & evolve in my research?]
  - Ethics
  - Knowledge & Wisdom [Who else is there? Collaborations?]
  - Space [Who else is doing what you are doing?]
Know YOUR Deal Breakers.
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