

Research Advocacy Network

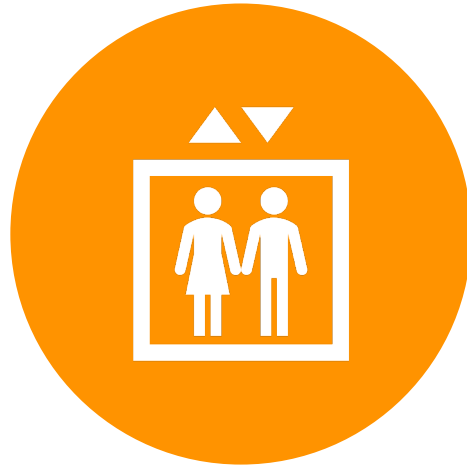
Skill Builders

A COMMUNICATIONS COURSE FOR RESEARCH ADVOCATES



Communications Skill Builders

Session 2



ELEVATOR PITCH &
VALUE PROPOSITION STATEMENT

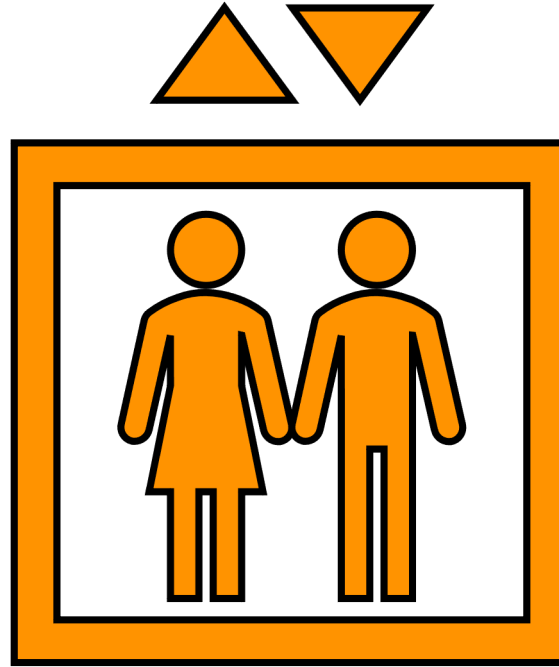


LEVERAGE YOUR AUTHENTIC LEADERSHIP
THROUGH THE POWER OF STORYTELLING

Elevator Pitch & Value Proposition Statement



Photo by Andrea Piacquadio on Pexels



Elevator Pitch Exercise

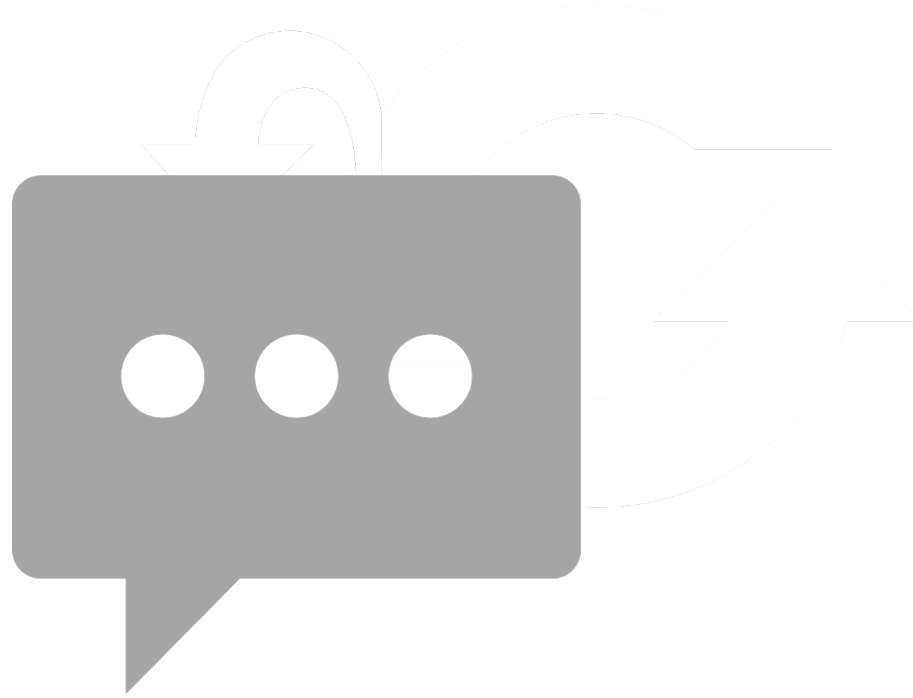
Breakout Carousel:

- 6 minutes – in groups of 3 - each take turns saying your elevator pitch out loud. NO Feedback. Just “thank you for sharing.”
- 2 minutes (of silence) - staying in the same room breakout room - take a moment to reflect on what you liked, didn't like, etc. about your own pitch. Make any changes. I will then move some of you. Others will stay put and be joined by a new partner.
- 8 minutes – in groups of 2 – define your “audience” for your partner - repeat your elevator pitch.
 - As a listener – take notes and tell the speaker what you heard about them.
 - What was poignant?
 - What were you left wondering?
- 8 minutes – repeat with a new partner.

Leverage Your Authentic Leadership through the Power of Storytelling



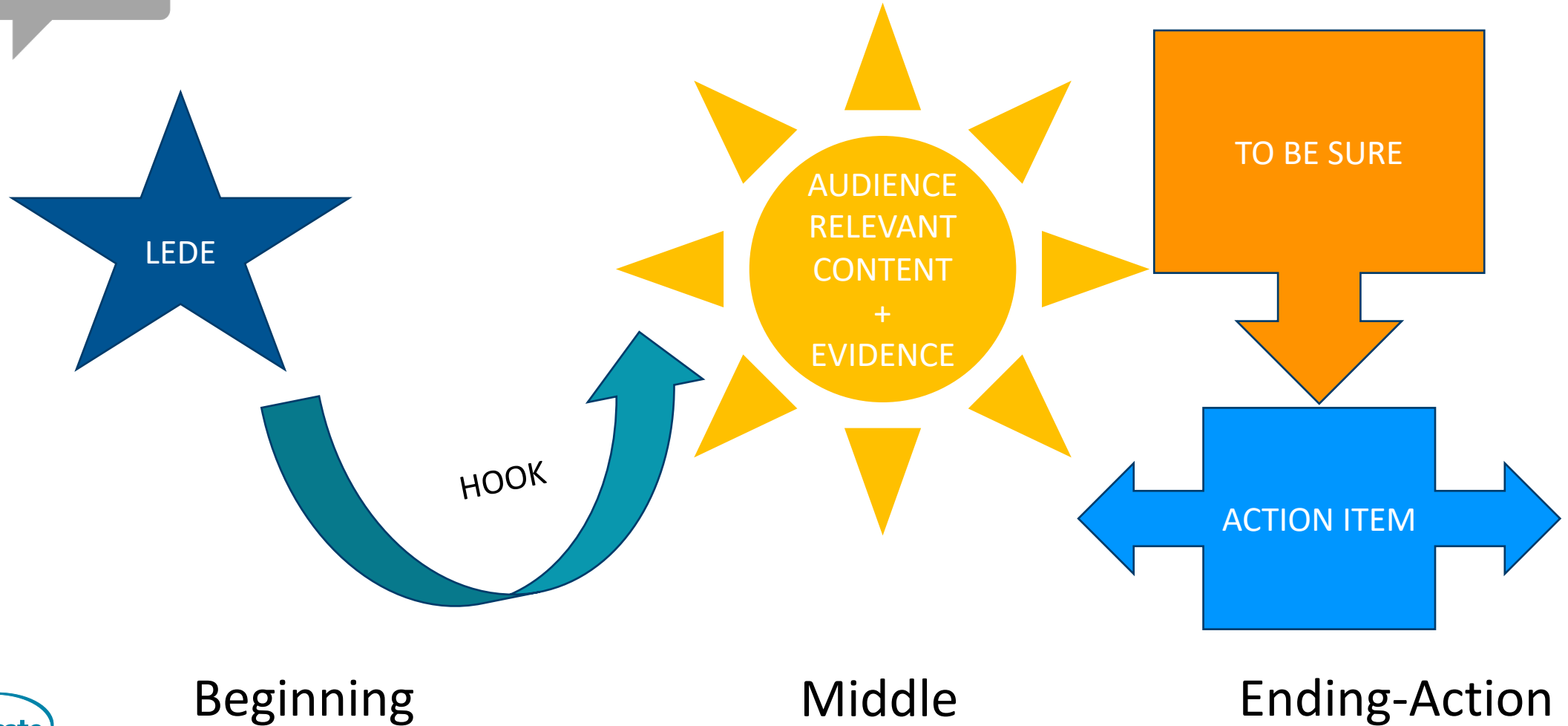
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Storytelling Exercises



Persuasive Storytelling

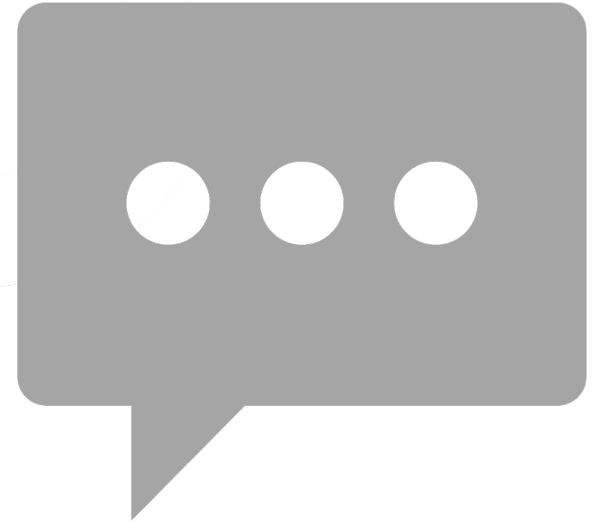
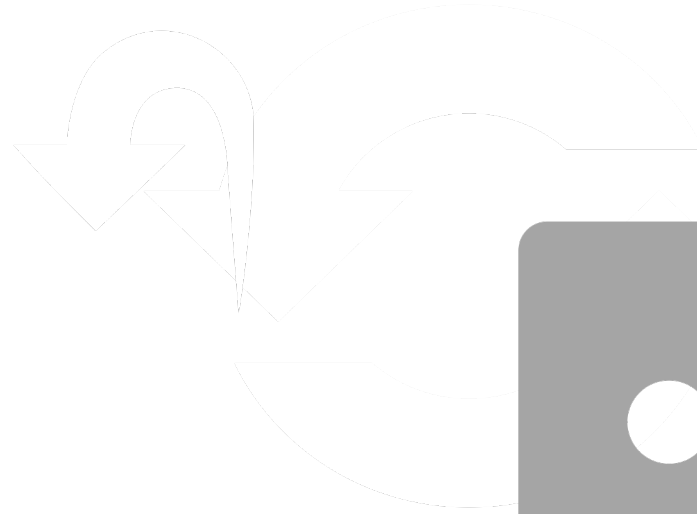




SPEED BREAKOUT (1 min):

LEDE

**Capture your partners attention with YOUR story.
30 seconds each**



Storytelling Exercise

Lede = grab the audience(s) attention; connect *with them* to draw them in

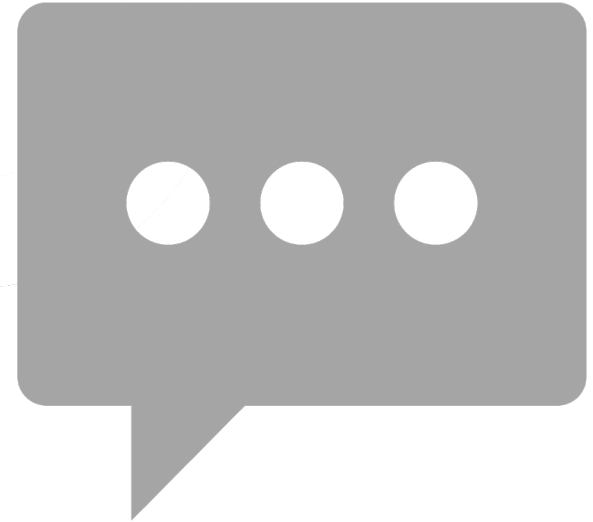
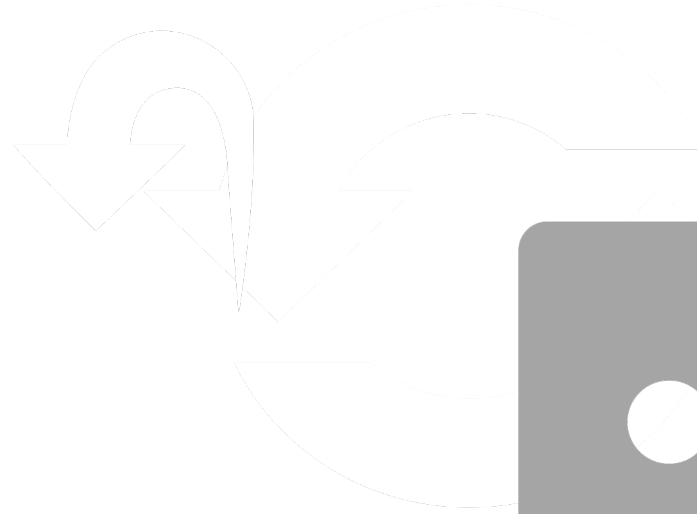
- A new idea
- Human connection
- Collective stake
- Counterintuitive argument
- Thought provoking problem
- A great one-liner
- A way forward with a plan
- Powerful metaphor
- Shocking statistic
- Ask a question
- Paint a mental image



SPEED BREAKOUT (1 min):

LEDE

**Capture your partners attention with YOUR story.
30 seconds each**



Storytelling Exercise

Hook = make it timely; connect it to today

Overall sample hooks

- Election; change in administration
- Civil unrest
- International conflict
- National story (e.g. fires in California, Greece, etc.)
- Historical anniversary
- Newly proposed bill/passed legislation
- Holiday
- Awareness days/months
- Pop culture (e.g. celebrities, book release, movie, etc.)
- Public figure award/death (e.g. RBG death)

Today's sample news hooks

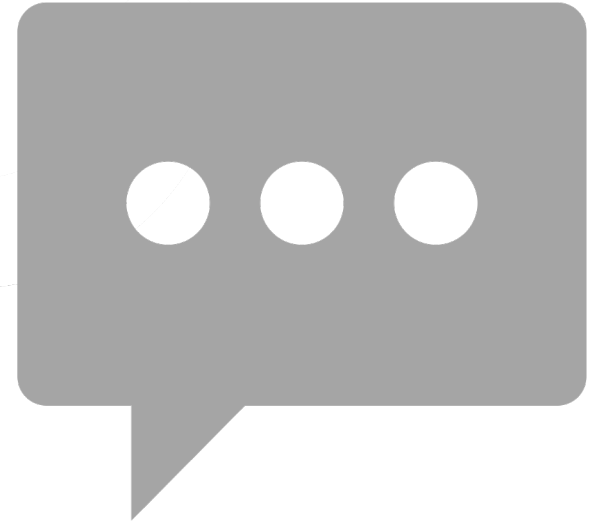
- Earth Photos 2021 winners announced
- Polish parliament passes controversial media bill; fears of speech restrictions are prominent.
- Fears COVID could trigger diabetes surge in India.
- International study of rare childhood cancer finds genetic clues, potential for tailored therapy.



SPEED BREAKOUT (1 min):

HOOK

**Choose one news hook and connect it to your story.
2 sentences only; type them in the chat.**



Storytelling Exercise

Evidence = credibility + values


Credibility (extrinsic)

- Experience
- Educational background
- Partnerships
- Reputation
- Achievements
- Publications
- Professional connections/affiliation
- Advocacy efforts

Values (intrinsic)

- Consistency with actions
- Personal connections
- Reputation
- Listening as well as speaking

Evidence = credibility cont.

 **ex·pert**
/'ek,spɜrt/
noun
a person who has a comprehensive and authoritative knowledge of or skill in a particular area.
"a financial expert"
Similar: specialist authority pundit oracle resource person adept ▾

adjective
having or involving authoritative knowledge.
"he had received expert academic advice"
Similar: skillful skilled adept accomplished talented fine master ▾

Definitions from Oxford Languages Feedback

EXPERT RESOURCE: You are the go-to person on your topic in your group, and potentially far beyond.

CREDIBILITY GAME



OBJECT OF THE GAME:

Establish maximum credibility, in the minimum amount of time, in the eyes of your peers, using only true statements.

HOW WE'LL PLAY:

Hello, my name is: _____
I'm an expert in: _____
Because: _____

EXPERT:

You are the go-to person in the group on your topic, and potentially far beyond.

RULES:

1. Be specific
2. Use exact phrase
3. Pick ANYTHING, but only one thing

Evidence = values cont.

Value to Self \leq Value to Others

Persuasive Story Evidence Goals

An evidence-based argument that is timely and of public value, by an expert.

Evidence vs Passion – remember the difference

To Be Sure...

1. Acknowledge and dismiss
2. Validate and trump
3. Personal caveat
4. Change the frame (empathy and respect)



Ending Action – your chance to clarify

1. Have you described a problem?
2. Is there a solution?
3. Is your call to action *specific* and *doable*?

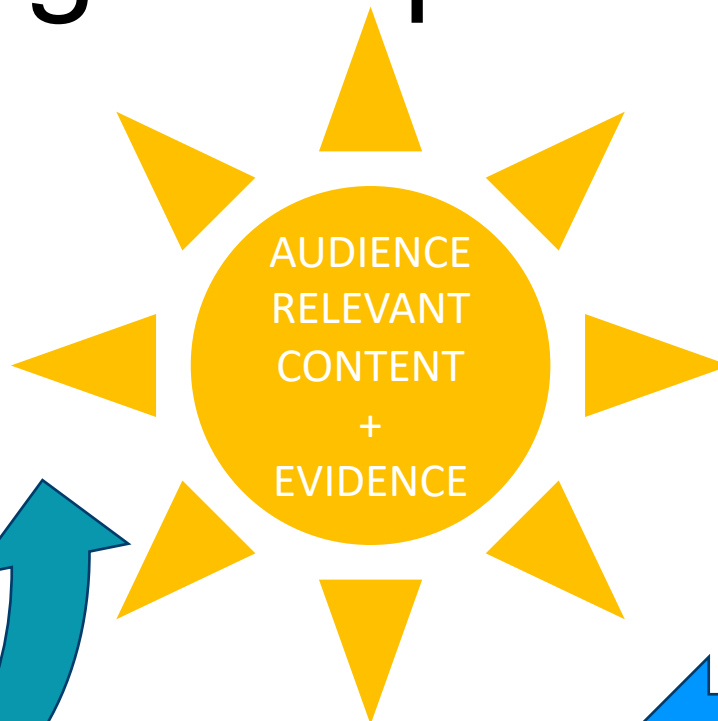


Storytelling Components

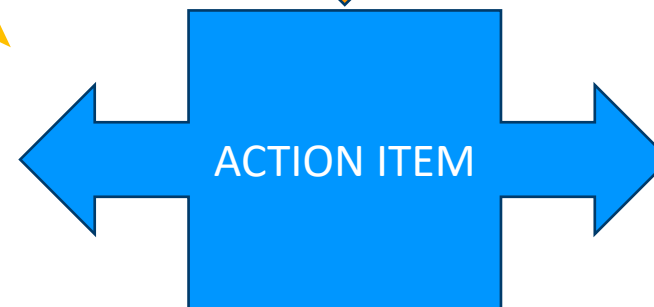


Beginning

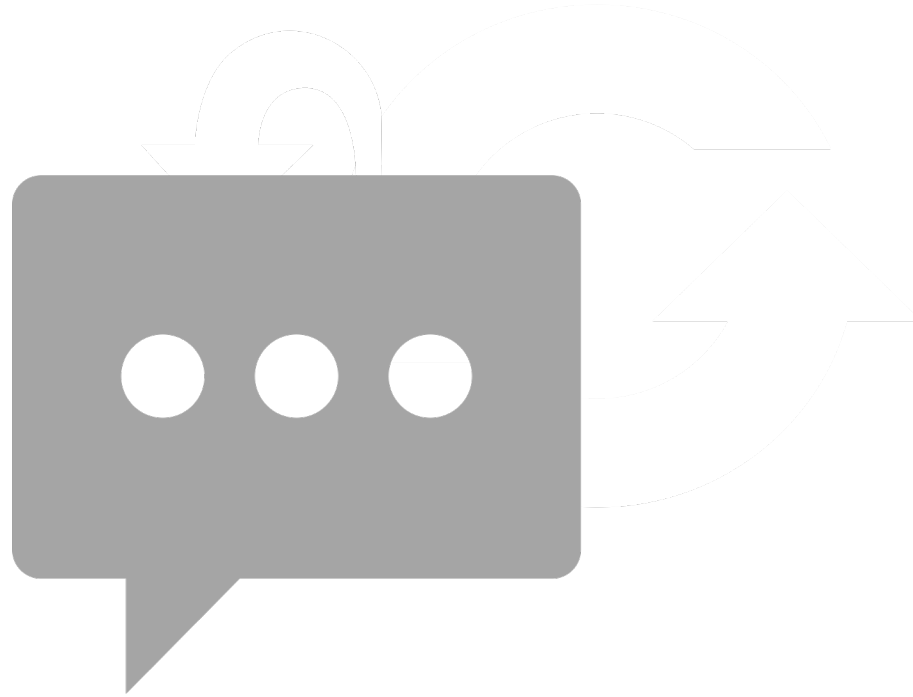
HOOK



Middle



Ending-Action



Storytelling must evolve. Be a story listener and adapt.

Listen to stories from:

The Moth, a New York, non-profit storytelling organization <http://www.themoth.org/>

- “Drowning on Sullivan Street” by Ed Gavagan (14 minutes)
- “Anthony The Hat” by Richie DiSalvo (12 minutes)

YouTube “Ira Glass on Storytelling #1 and #2”

#1: https://www.youtube.com/watch?v=5pFI9UuC_fc (five minutes)

#2: <https://www.youtube.com/watch?v=dx2cI-2FJR8> (five minutes)

“Shooting Dad,” Sarah Vowell, This American Life Episode 81 (4:31-15:13) (eleven minutes) <https://www.thisamericanlife.org/81/guns>

If you say things of consequence,
there may be consequences. The
alternative is to be inconsequential.

The **OpEd** *Project*

Questions?

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