

# Elevator speeches

Step by step



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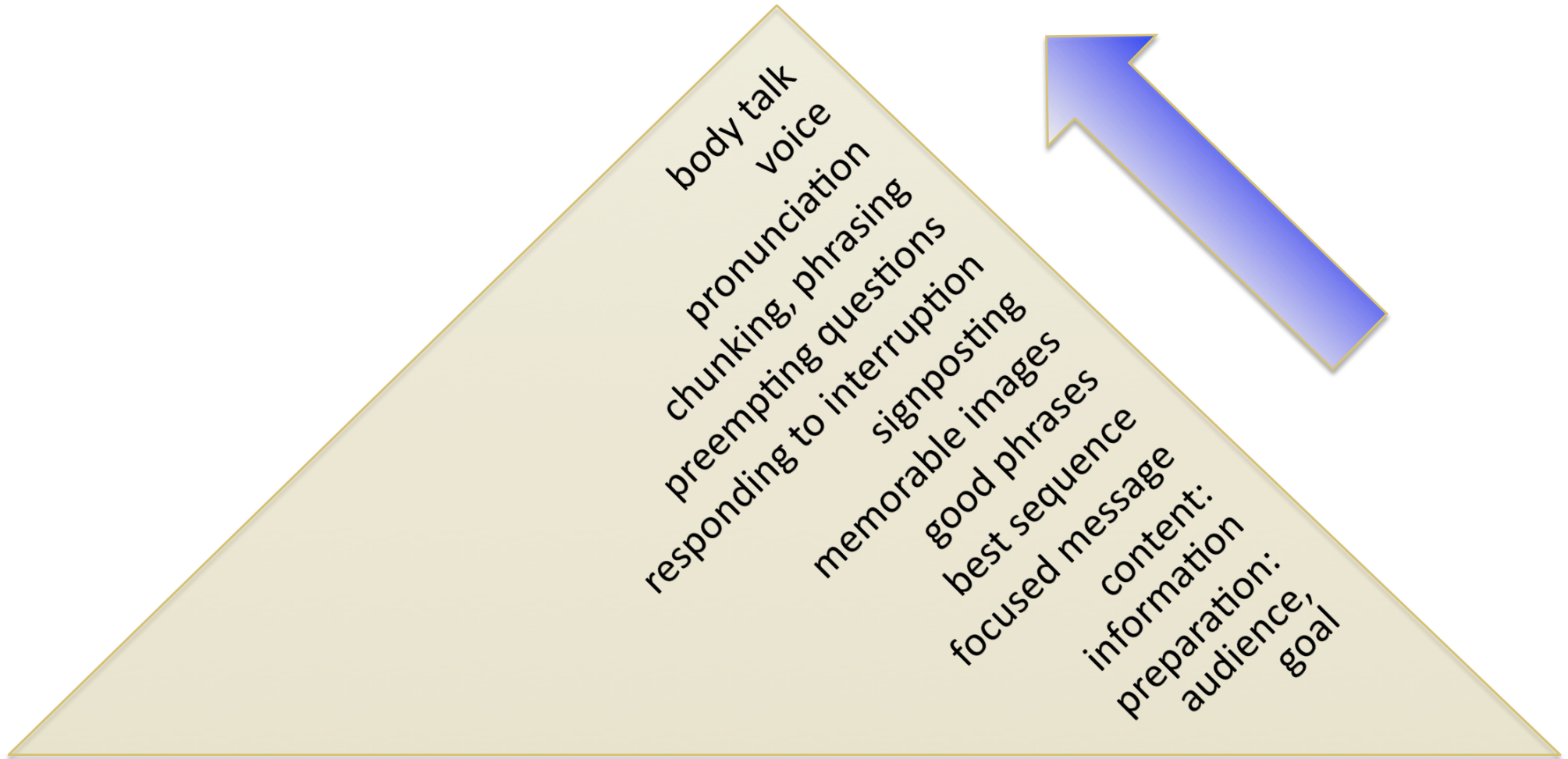
Speaking without thinking is like shooting without aiming.

– *Langston Hughes*

I still get butterflies in my stomach before every performance. But I've managed to teach them to fly in formation.

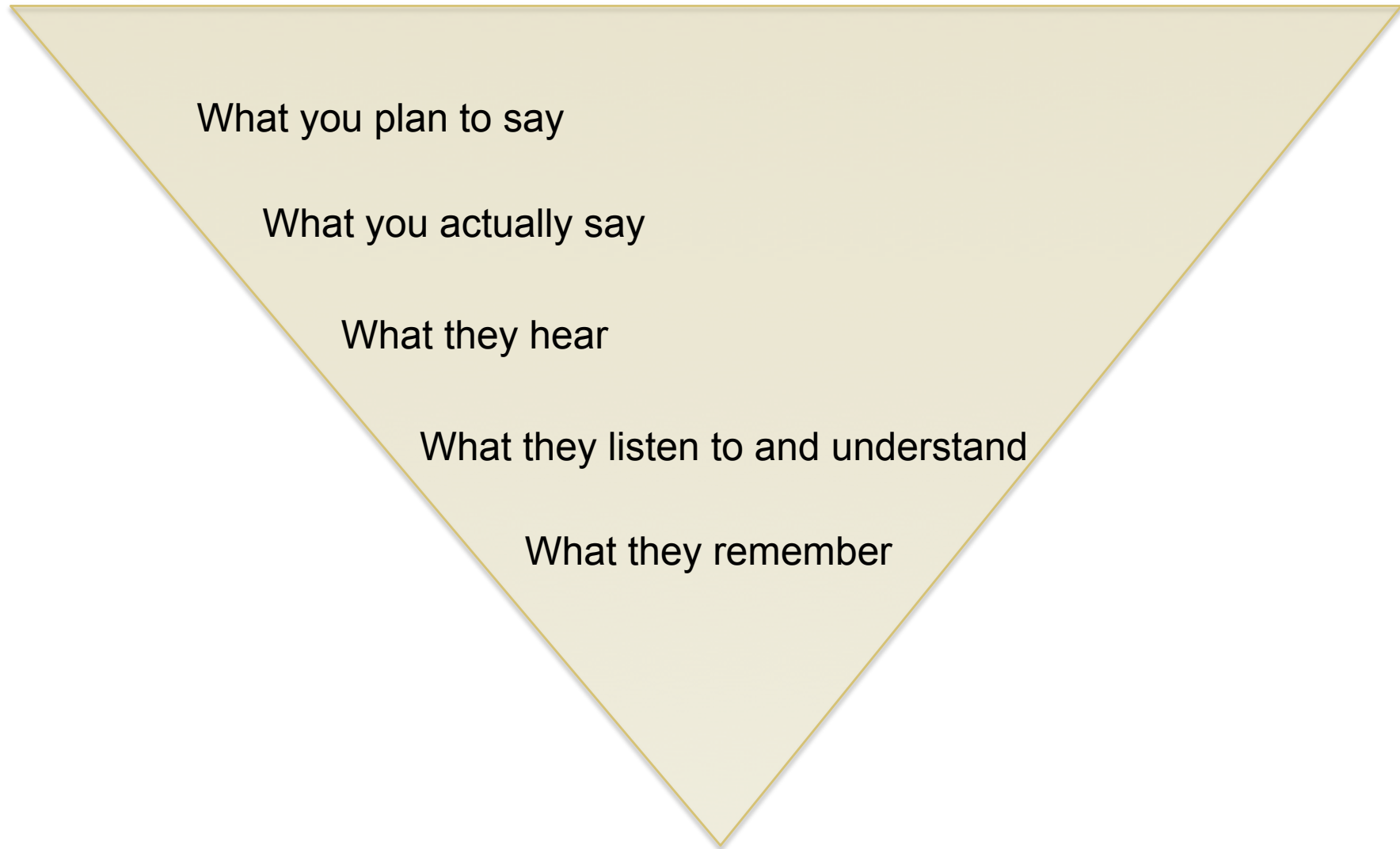
– *Helen Hoyes*

# Presentation skills





# The communication funnel



# Filling the funnel wisely

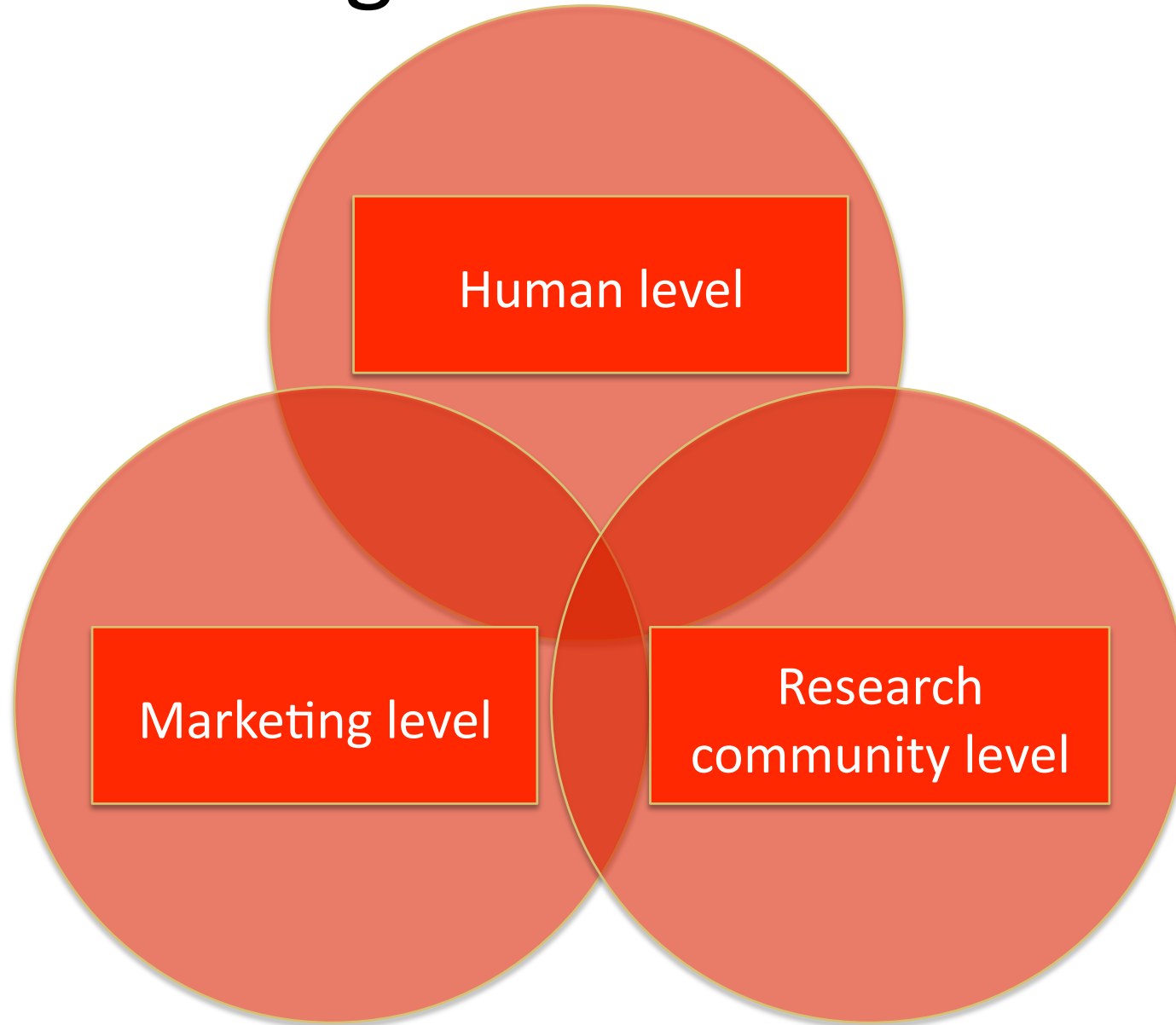
We remember:

- contextually unusual words
- words at the beginning and end
- repeated words and phrases

We are influenced by:

- consistently scientific facts and methods
- authentic authority and charisma
- our shared common sense

# Making the connection



# Perfecting your concept

Revise your talk. Don't

- sell a product → sell a solution
- prioritize the product → prioritize the benefits
- sell ideas to listeners → advise listeners
- limit to a monologue → invite conversations
- just present → give an analysis



# Tell a story

