ELEVATOR SPEECHES – FOUR THINGS

1. MESSAGE
   a. Single message (don’t stray)
   b. Simple/Understandable
   c. Memorable
   d. Relevant (does it answer the “Why should I care?” question?)

2. JARGON
   a. Not just technical words/terms (Can be simple, everyday terms, used in a discipline-specific way)
   b. Avoid it, if you can
   c. If you must use it, define it the first time it comes up
   d. Define it before you use it

3. AUDIENCE
   a. Who is your audience? Make it relevant to them
   b. Do your best to learn everything you can about them in advance
   c. Understand that it’s not always possible to know your audience in advance and/or they may not be homogenous, so BE FLEXIBLE
   d. Explain it the way you would to a 6th-grade teacher

4. SUPPORT YOUR MESSAGE
   a. Open/lead with something engaging
   b. Tell a story, make it personal
   c. Use numbers/statistics (but avoid “number jargon”)
   d. Metaphors, similes, analogies
   e. Include something surprising, counter-intuitive, mind-blowing
   f. Use drama, humor

Remember the old adage...

1. TELL ‘EM WHAT YOU’RE GONNA TELL ‘EM
2. TELL ‘EM
3. TELL ‘EM WHAT YOU TOLD ‘EM

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