

Proposer's Workshop: The Pitch

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Some context





The 1 thing

The 3 things



Fast, persuasive communication harnesses emotions and intuition

Targets audience

Uses compelling images

Keeps it simple



Analyze your audience



Who will be in the room?

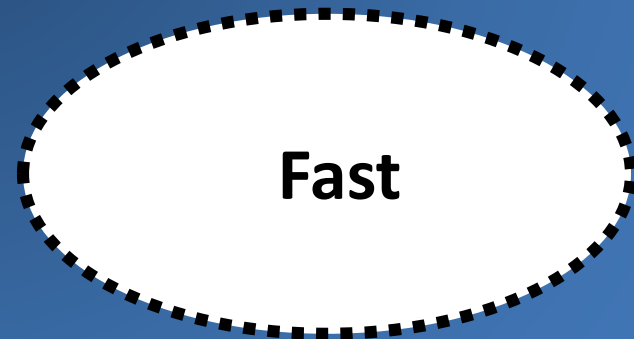
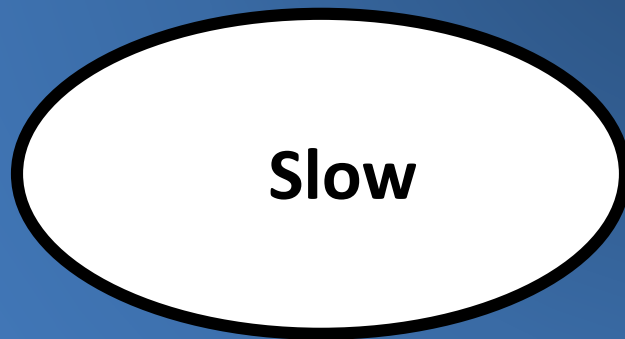
What are their areas of expertise?

What do they care about?

Which situational considerations will affect these reviewers?

Context matters

Decisions **Your Goals**





Context matters

Informative

Slow





Context matters



Persuasive

A Venn diagram consisting of two overlapping white ovals with black outlines. The top oval is labeled 'Persuasive' and the bottom oval is labeled 'Slow'. The background of the slide is a blue-tinted photograph of the United States Capitol building.

Slow



Context matters



Informative

Fast



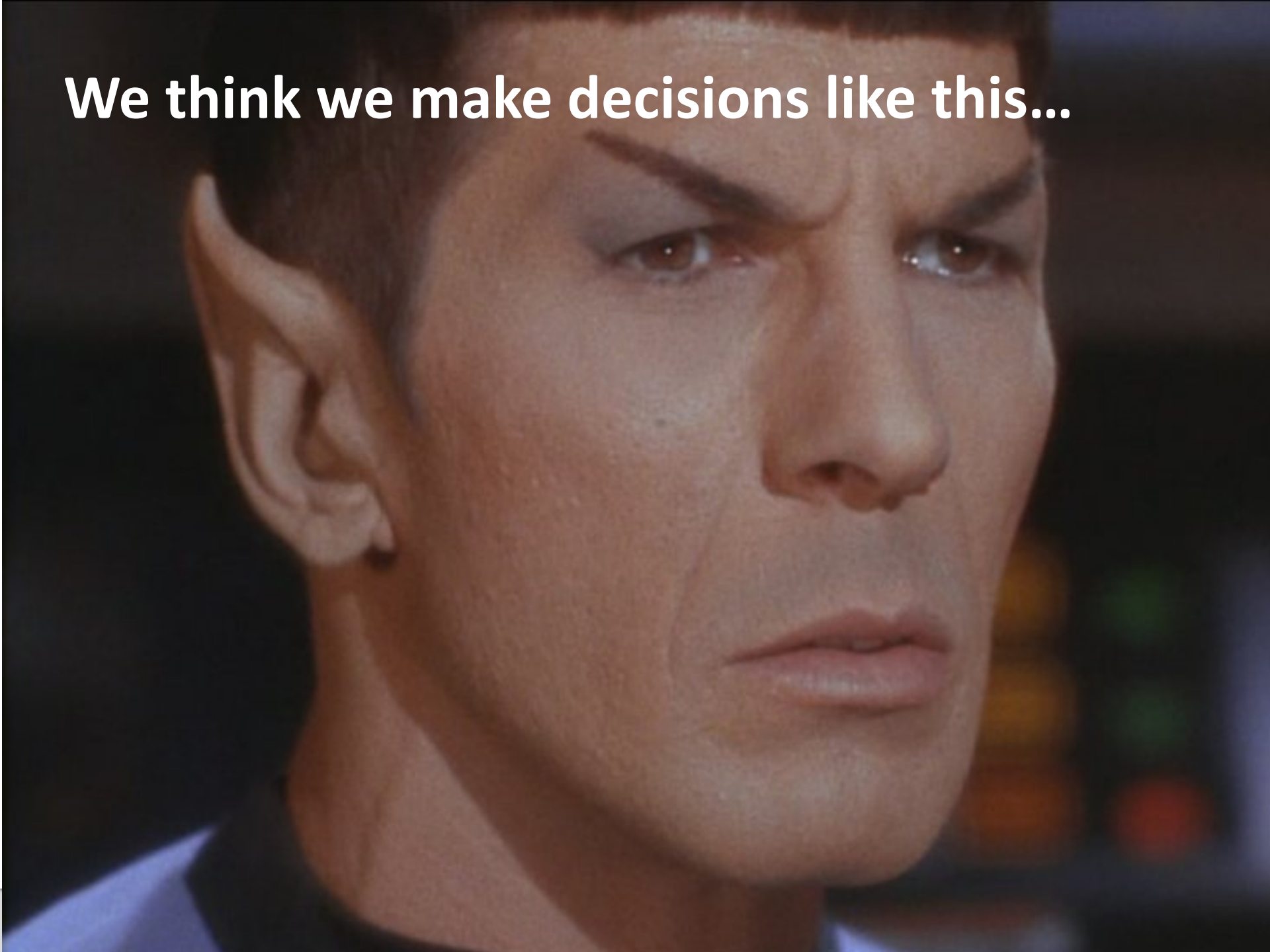
Context matters



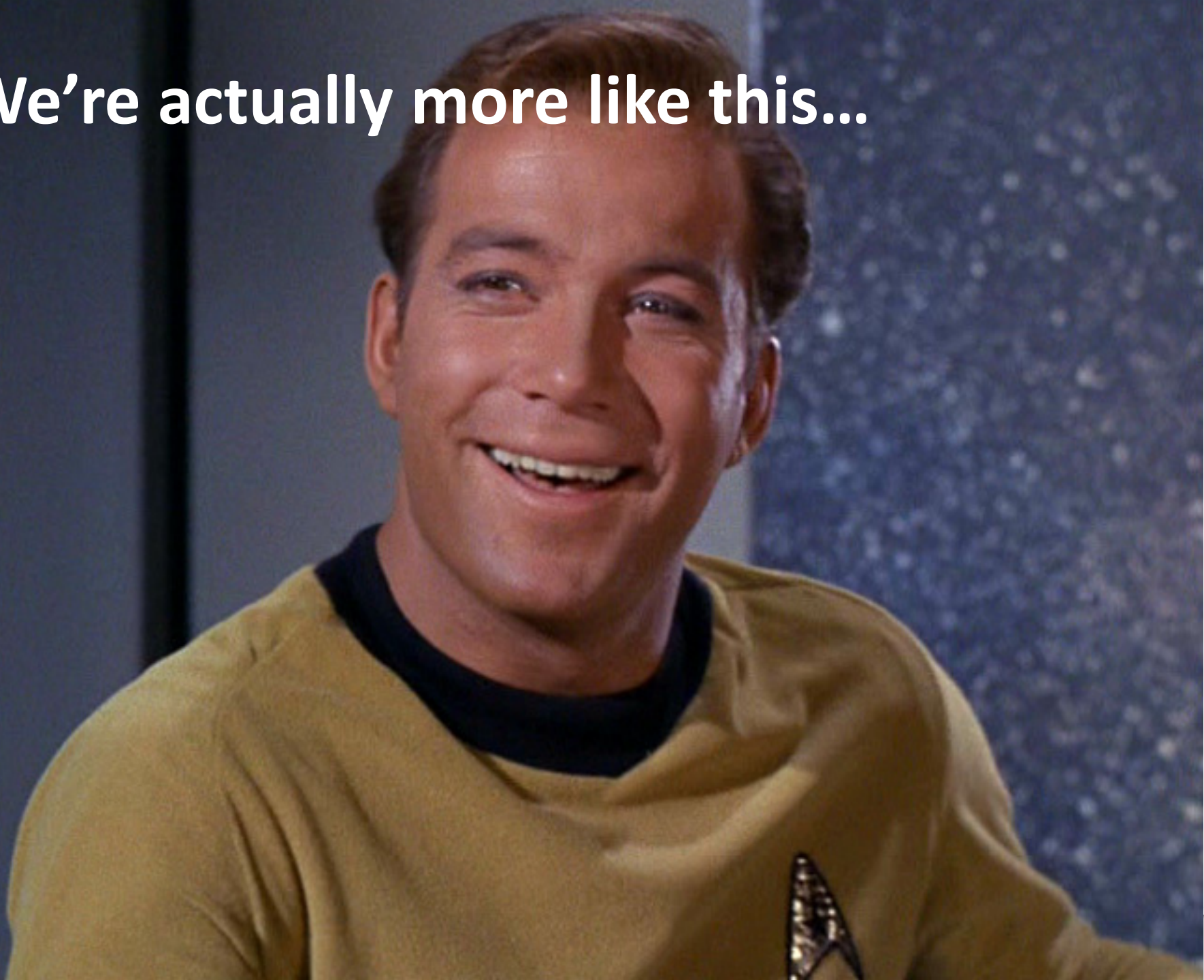
Persuasive

Fast

We think we make decisions like this...



We're actually more like this...





Decision-making at speed





**But emotions are not
objective!**





Make it easy for your audience to get excited about your work



Tell stories



Speak their language



Demonstrate connections



Use images



Use easy to intuit visuals



- Attention
- Retention
- Motivate





Start with
the big
picture



 **TOYOTA**
Verso. Getaway car.





TOYOTA

ALWAYS A
BETTER WAY

daddy



dad says mum and i are
the two stars in his life but
i can see millions through the roof



the best family car for the best family dad

NEW TOYOTA VERSO

Do not miss a thing on your journeys: the new Toyota Verso comes with Toyota Skyview that will keep stars shining overhead. And free your mind of any worry with the Toyota Touch & Go comprising a full map navigation system, a rear-view camera, and great applications such as Twitter.

Become a Verso hero at toyota-europe.com/verso

Why is this?



60%
remember
this



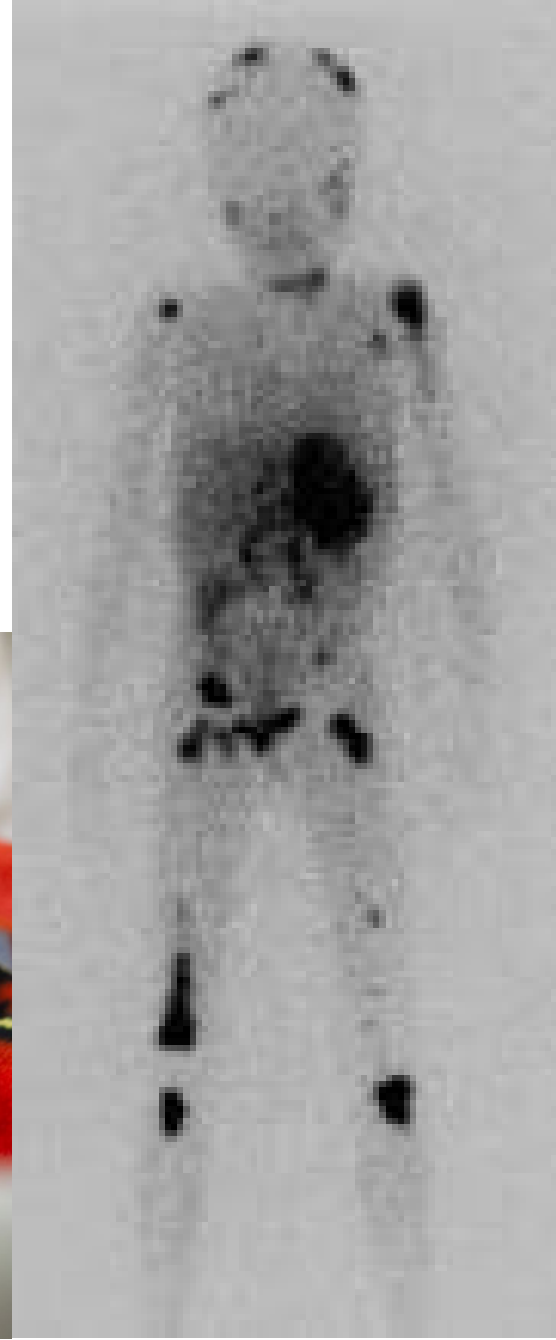
10%
remember
this

Bird





Use images to motivate



Simplicity helps











3-5 things

The Magical Number Seven, Plus or Minus Two: Some Limits on our Capacity for Processing Information.^{[1](#)}

George A. Miller (1956)

Harvard University

First published in *Psychological Review*, 63, 81-97.



When you use a slide like this

Describe your strategy

- What you will do
- What you will NOT do

Workforce: Stress your pipeline

- Students, postdocs, early career hires
- Retention strategy (if your workforce is at risk)
- What are your “critical skills” needed to execute/grow
- Highlight metrics: publications, peer-peer interactions – how do we measure our people / work?

Discuss partnering

- DISPLAY YOUR PARTNERS PROMINENTLY
- Use the “mutual assured survival” theme if it applies when partnering with the other NNSA labs
- What we want from the partner?
- What we are willing to give?

Do you see this?

Describe your strategy

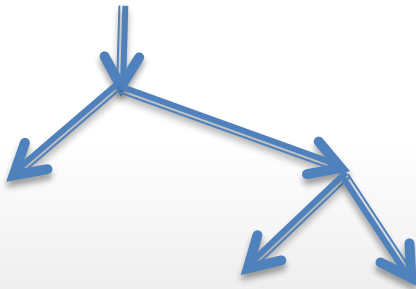
- Xxx xxxx xxxxx xxxxx xx
- Xx xxxxx xxx x xx x xxxxx

Workforce: Stress your pipeline

- XXXXXXXX xxxx xx xxxxxxxx xxxxx xxxxxxxx
- XXXX xxxxxxx xxx xxx xxx xxx x x x x xxx xxxxx
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- **Discuss partnering**
- Xx xx x xxxxx xxxxxxxx
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- Xxx x xxxxx x x xx x x x xxxxxxxx?
- XXXXXXX xxxxx xxx x x x xxxxxxx?

You could do this

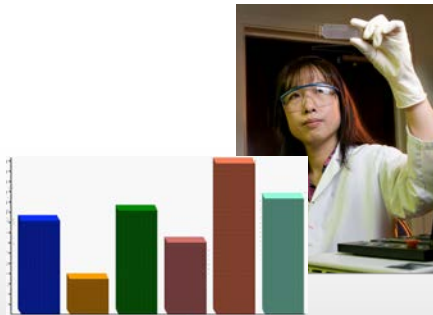
Strategy



Will do

Will *NOT* do

Workforce



- Students / postdocs / early career hires
- Retention strategy
- Critical skills
- Metrics

Partnering



- PARTNERS
- What we want
- What we will do

Building your pitch





Need

Approach

Benefits

Competition



The big
picture
is the
need





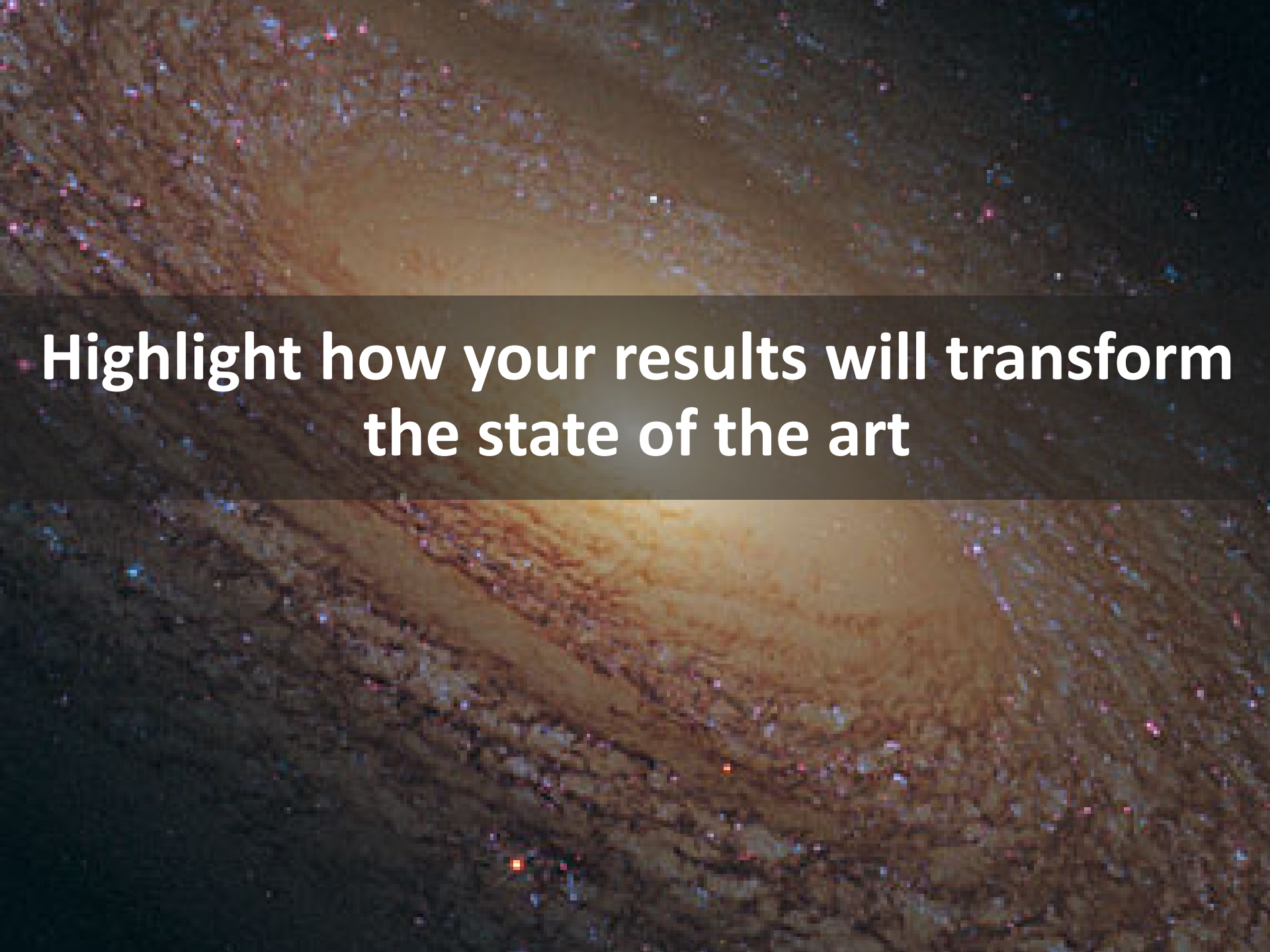
Focus on the Golden Nugget



Use exciting verbs

- **Apply** new technology
 - **Synthesize** disparate methods
 - **Design** new tools/capabilities
 - **Create** a new approach

**Identify which results you anticipate
and their benefits**



**Highlight how your results will transform
the state of the art**



Include a call to action



KISS (keep it simple, stupid)



Respect and maximize sensory experience



Body language matters





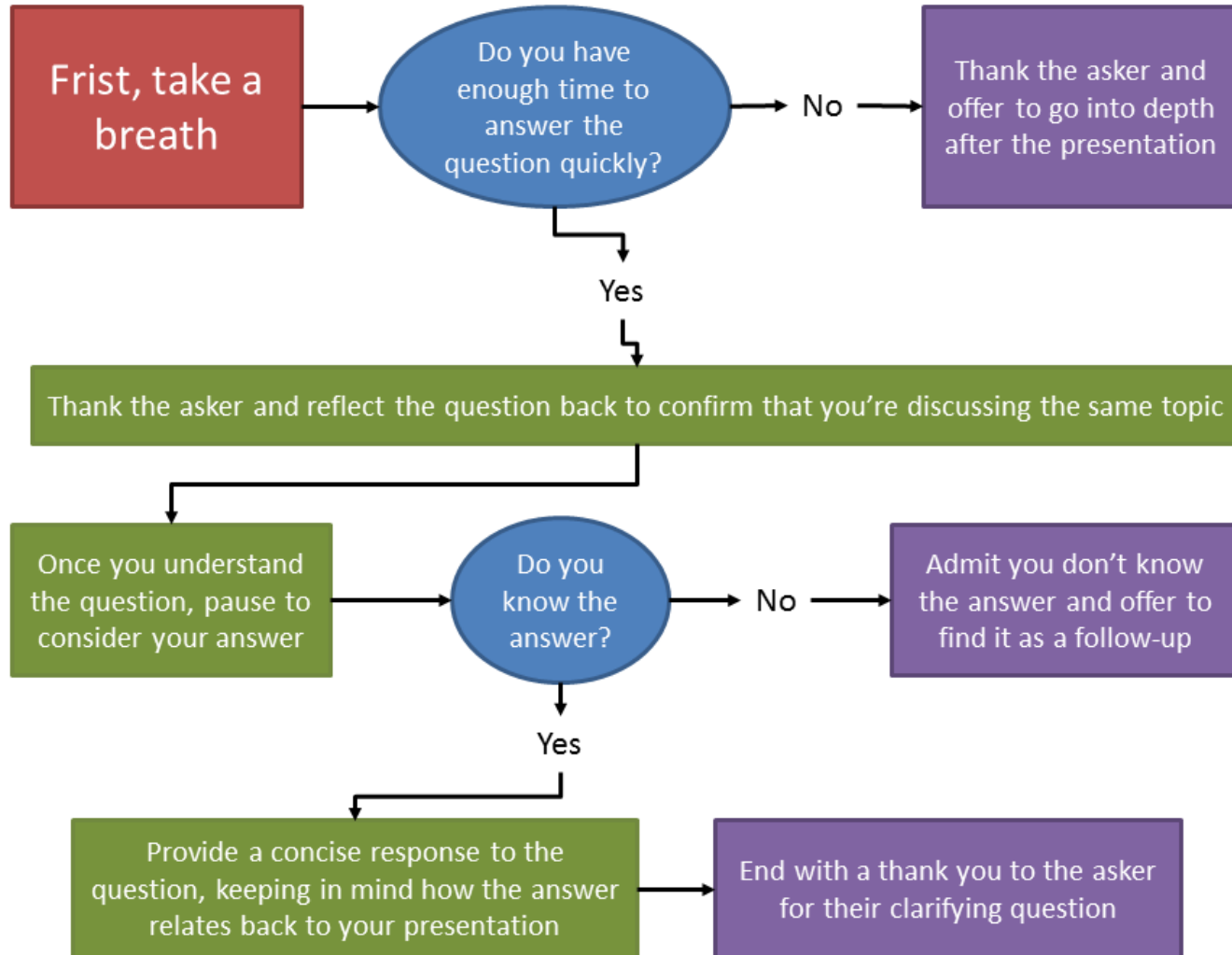
**Body
language
matters**



So does delivery



Keep your cool



Find the fun



Questions?



Exercise time

- Write three sentences (total) that clearly represent your idea's:
 - Motivating need
 - Key objectives
 - Challenges
 - Benefits

- To build support for our work, we need to create presentations that will engage their interest and inspire their action.
- Our presentations target specific audiences and use compelling images to build interest in our work and stir audience support.
- By keeping our message simple and easy to understand in a short amount of time, we enhance our listener engagement and the likelihood of their support.

- With a partner, consolidate the three sentences into one sentence that still hits:
 - Motivating need
 - Key objectives
 - Challenges
 - Benefits

- To build a fast and persuasive pitch, we target a specific audience and use stories and images they will find compelling to create a concise, simple, and, engaging presentation that resonates with the audience's emotions and leverages their intuition.

- Brainstorm a visual that would help your reader remember your idea.

- Which motivation would you use to **engage your audience**?
 - Big picture?
 - Lingering unknown?
 - Opportunity for discovery?
- Brainstorm an image to match this motivation.