Talking with Others about your Research

When to talk about your research
• Job interviews
• Networking situations
• Conferences
• Q&A sections of a presentation
• Introductions at a meeting
• Email introductions
• When asked for a brief biography for a conference or publication

A “good” research pitch is compelling, concise, and conveys competency.

A Compelling Research Pitch
• Sound excited about your topic.
  • Start out with, “I’m glad you asked…” or something similar
  • Eye contact and smile
• Gear your pitch to your audience
  • Connect with others’ interests or point of view
  • Leave out technical phrases and jargon
• Focus on the impact of your research for real life or concrete problems it may solve

A Concise Research Pitch
• Be as brief as possible!
• Indicate that you can elaborate more if the listener desires by using phrases like, “I can explain this more if you would like.”
• Be conversational.
  • Practice ahead of time several versions of your pitch, including one sentence, 30 second, and 3 minute versions.

A Research Pitch that Conveys Competence
• Be prepared to answer the most obvious or common questions a listener might ask.
• Project confidence.
• Don’t self-deprecate.
• Respect your listener.