

Pitching Persuasively To Anyone

Intended Audience:	Postdoctoral researchers
Duration:	2 x 1½ day (afternoon + next morning)
Number of Participants:	20 maximum
Training Provider:	Dr. Ted VanderNoot, Cognitrix Ltd., UK

Short Description of Workshop:

Most, if not all, of your communication efforts while a PhD student and Postdoctoral researcher have been to people with similar expertise. These habits of scientific/technical communication may not be applicable in the wider working world. Decisions affecting your career (e.g. hired, promoted, funded, posted overseas ...) will often be in the hands of people who do not share your expertise and won't be convinced by a scientific/technical argument.

This exercise-based workshop is an opportunity to prepare and receive feedback on proposals aimed at people with other backgrounds, responsibilities and motivations.

Workshop Objectives:

Learn how to:

1. Define your purpose and thereby your target audience;
2. Appraise the target audience;
3. Design a persuasive message for the target audience;
4. Deliver your message without annoying, boring or confusing them;
5. Stand out from several hundred similar applications.

Workshop Programme:

Day 1	Day 2
	Morning 9:30 – 13:00 Critique of revised proposals Delivering the message Standing out from the herd Q & A session Finish
Afternoon 13:30 – 17:00 Defining your purpose Appraising target audience Designing a message Critique of proposals Q & A session Finish Revise proposal overnight.	

The required pre-workshop preparation is described on the following page.

Required Pre-Workshop Preparation

In order to have relevant material for the exercises in this workshop, each participant must prepare a *proposal* for one of the three scenarios below.

1. *Application for a Job*

Bring four (4) printed copies of each of the following:

- the advertisement for a position in which you would be interested;
- your CV; and
- a 500 word case explaining your interest in and suitability for the position.

2. *Application for funding from a charity*

Bring four (4) printed copies of each of the following:

- description of the charity, their mission and annual turnover;
- an advertisement or a statement of the projects they willingly support; and
- 500 word case describing your idea and how it satisfies the charity's mission and supported projects.

3. *Application for funding from a venture capitalist to create a business startup*

Bring four (4) printed copies of each of the following:

- a 500 word business-case justifying your proposal;
- an outline of the skills required in the startup team; and
- why this is worth £200,000 to £1,000,000 of venture capital.

Each proposal will be critiqued by the peer-group, revised overnight and re-evaluated the next morning for improved clarity, persuasiveness (and possibly brevity).