

PRBB Intervals Course Proposal

Course Title

Elevator pitch in science: Get what you want in a minute.

Proposed date(s)

13th April

Course Language

English

Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)

Reimund Fickert is head of Communication and Business Development at the PRBB. As a scientist, journalist, manager and biotech expert, he has been working for the park from the very beginning (2001).

Rationale for course (why is this course of interest for the PRBB staff?)

Have you ever felt that you couldn't get your story across in a short conversation? Or perhaps that you didn't make a memorable impression in a short meeting or couldn't convince your listener to agree to your proposal?

In our helter skelter society you will have less and less time to tell your story, so you need to be prepared. An elevator pitch is a communication tool that will help you engage your listener and get your point across effectively and efficiently.

This practical and interactive 4-hour course will help you to enhance your communication skills. It includes individual feedback to identify weak points and encourages the participants to stand up and make their point in a way that works.

Course aim - general

To provide tools to help you deliver your proposal effectively when you have just two minutes with someone important.

Specific learning outcomes (what new skills, knowledge &/or attitudes will participants take away from the course?)

Getting a positive response after a 1-minute pitch of your request.

Course contents (outline of topics to be covered)

Elements, structure, uses and practice of an Elevator Pitch.

Training methods

Lecture, as well as individual and group work.

Target group in PRBB (Senior scientists, postdocs, predocs, management/admin staff, all residents)

All PRBB

Number of participants (maximum)

12

Total course hours (Please specify: a) direct training with instructor present b) required self-study.

Note: only the direct training hours will be included in the post-course certificate.

4 hours

Distribution of course (hours/days)

1 session of 4 hours

Pre-course preparation and/or between sessions?

Participants should outline a half-page description of their personal request or petition.

Material participants need to bring (laptops, etc...)

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Relevant background reading/ audiovisual/websites or other materials

https://en.wikipedia.org/wiki/Elevator_pitch

[Ten simple rules for hitting a home run with your elevator pitch](#), PLoS Comput Biol 2021