



# ELEVATOR PITCH, OR MINUTE TO WIN IT

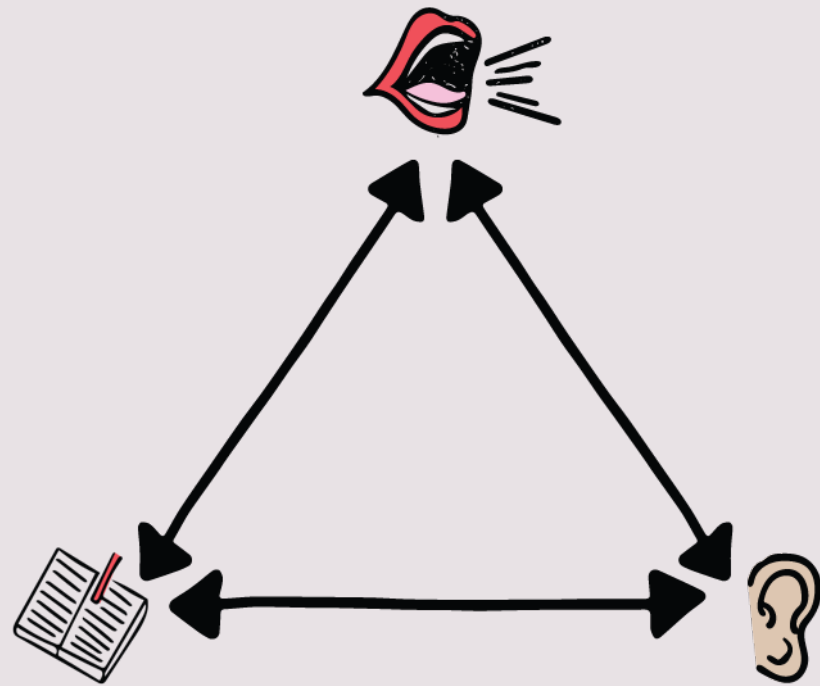
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WHAT IS ONE VALUABLE  
**CONTRIBUTION**  
THAT YOU CAN **MEASURE**  
AND WOULD LIKE TO TELL AS A  
**STORY?**



**Your pitch?**  
**Your audience?**  
**Your goal?**

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Examples and real-time feedback

# From The Craft of Research, Booth et al.

**Topic:**

I am studying \_\_\_\_\_

**Question:**

because I want to find out  
what/why/how \_\_\_\_\_

**Significance:**

in order to help my reader understand  
\_\_\_\_\_.

Booth, W. C., Colomb, G. G., & Williams, J. M. (1995). *The craft of research*. Chicago, IL: University of Chicago Press, p. 56

# **Structures to Launch your Pitch**

- 1) What, why, how**
- 2) Topic, question, significance**
- 3) Challenge/context, action, result**
- 4) Service, problem it solves, vision**

# Warming Up

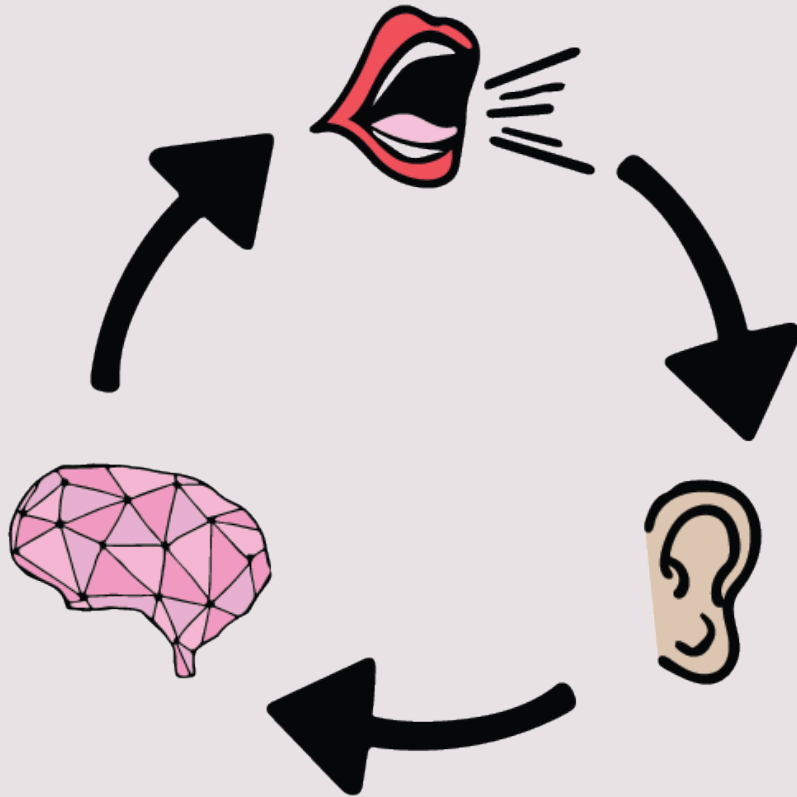
**For 10 minutes, in groups of 2-3, try out a quick version of your elevator pitch. Make some notes on content and structure.**

**We'll come back, hear a few examples from you, and play with structure.**



# PLAYING WITH STRUCTURE





## CYCLE OF STORY

Telling not only to your audience, but also for your audience's retelling

WHO TELLS  
YOUR STORIES?



**Who is  
serving as  
storyteller?**

**Who tells your stories?  
What roles do they have  
in the organization?  
What obstacles are there  
to those tellers telling  
your stories  
effectively?**



# Quick Polishing

**For 10 minutes, in groups of 2-3, try restating your elevator pitch. Make some notes on word choice and order.**

**Bring at least one example from each group to share with the larger group.**

# Final Thoughts

**“Storytelling polishes stories like editing polishes essays, with the audience serving as editor.”**

**Kate McDowell, “Storytelling Wisdom: Story, Storytelling, and DIKW” Forthcoming from JASIST in special issue on Paradigm Shift**



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