Pitch + Commit
Today, we’ll cover...

- Human Centered Pitch
- Visual Design
- Sharpie Deck
HUMAN CENTERED PITCH
Introduce a framework for delivering a compelling project pitch to potential stakeholders, partners, funders and others.
“So tell me about your project...”
Who are you sharing with?

- Patient study participants
- Partnering organizations (local, state, national)
- Academic medical center
- Health systems
- Clinician + Research colleagues
- Patient and stakeholder partners
- PCORI
- Professional organizations
- Payers
- Medical societies
- National media
- Patient and caregiver advocacy organizations
The first step to building your pitch is finding your lead/thesis.

- **what you know and want to share**
- **what matters most to them**

**your thesis**
Structuring your pitch

Once you’ve identified your thesis, use a 5-part structure to craft your pitch

PARTS OF THE PITCH

SET UP  |  CONTEXT  |  NEED  |  SOLUTION  |  CALL-TO-ACTION
Who are you?

Help people orient themselves for what coming up

Hello, my name is _______________________
(greeting)

I am/I do _____________________________
(identity)

I want to talk to you about _______________________
(request attention)
What’s going on?

Give proof the problem deserves attention using factual evidence

This matters, it’s a fact

Asthma burden is high in inner-city minority adults, despite the existence of safe and effective medication.

In our city (e.g., Chicago), n million adults are impacted.

In this room, that means n people in your row would be effected.

TIP: Tune the context to what your audience knows. This should be familiar but not feel remedial.
What are you trying to solve?
Emotional appeal illustrating the problem with relatable human examples

You can feel the need for something new
National experts and other stakeholders cite a pressing need to reduce parents’ stress in order to increase their children’s use of daily controller medications. However, few studies exist of interventions to manage stress among parents of youth with asthma.

“I was having an attack and I didn’t know.”

TIP: This is a great place to tell a story (anecdote and reflection) to reveal dimensions and nuance your audience didn’t know.
What are you doing?

Describe what you’re doing, its key benefit and how it’s different

TIP: Edit yourself. This isn’t about nuance and subtlety, it’s about the central hypotheses you’re testing.

Halfway through his search, Oliver gets a Mobile Match Alert about a newly listed open house just a few blocks away that’s a near-perfect match to his Lifestyle Profile. What luck!
What do you want me to do?
Tell your audience what you want them to do next

Simple sign-up
If you are interested in receiving periodic information about the E2ANs generally or would like to be engaged as potential end-user for the Asthma E2AN, let us know.

More Active
• invest in your idea
• participate in your research
• pursue a course of action
• adopt new thinking
• change their beliefs
• stay connected or involved
STROOP TEST

Shout out the colors of the words
Red
Blue
Green
Blue
Red
Yellow
CANTOR TEST

What was the sentence?
I don’t think you’re going to remember much of this.
Why it matters

Your audience has a limited attention span.

Presentation design is for the benefit of the audience. It’s about eliminating distractions and making it easy for them to digest what you’re trying to communicate.
Small group ideation: after the brainstorm

• After the brainstorm, once the ideas start to slow, analyze and organize the content with the group by clustering like ideas together on the wall. This will help the team to uncover groupings and patterns in the concepts from the brainstorm. This can simply be an exercise in selecting one concept, pinning it to the wall, then selecting another and determining if it belongs in the same grouping as the first, or should be a part of its own grouping. Cluster like concepts together and name the clusters.

• After grouping ideas, start prioritizing the concepts on the board with the team.
  • Dot votes can be used for the team to gain consensus. In dot voting, each team member is given a set of 3 to 5 dot stickers. Using the stickers, the team “votes” for their top 3 concepts. This helps the team to gain consensus on priority, and to get a general feel for the kind of concepts the team has enthusiasm for.
  • Mapping the concepts on a value 2x2 can help the team to get an overall picture of the concepts. Create four quadrants and label the axes: high value to low value; high cost to low cost. Place each concept according to these attributes to determine the priority of the concepts.

• From here, the team can begin to dive deeper by prototyping. In prototyping, the concepts are brought to life by making them tangible in a physical form. These can be quick, lo-fi prototypes, which can be a great way for a team to rapidly make decisions around detailed aspects of the concept. The important point in lo-fi prototyping is to continually iterate.
SMALL GROUP IDEATION

After the brainstorm

1. Once the ideas start to slow, start to analyze and organize
   • idea clustering

2. With the team, start to prioritize the concepts on the board
   • dot voting
   • map on a value 2×2

3. Dive deeper into some ideas and prototype
   • lo-fi prototyping
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**Emphasis with Weight**  

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**SHARPIE DECK**

**WHAT**  
A way to build presentations quickly and collaboratively

**WHY**  
It lets you work on a story in a flexible way before committing too much time to making the slides
Start with half sheets + markers

• Use markers so others can read from a distance
• Write your big points down, one per page
• Don’t worry about order yet
• Use headlines, not captions
• Take a pass at visuals if they’ll help make your point
Pin it up and look for the arc

Arrange half sheets in a way that makes sense

Fill in gaps and reword headlines as needed

Use rows for different sections
Pitch, iterate, and repeat

Ask yourself and your listeners:

• What were the main points?
• Do you believe what I said? why not?
• Does the story flow?
• Are there points that are distracting from the main story? (avoid Russian Doll syndrome)
• Is there content that can move to an appendix as support?
WHAT CAN YOU DO NEXT?

• ask us a question
• sketch out a sharpie deck for an upcoming talk
• watch this video [youtu.be/P0syl1E1Hko](https://youtu.be/P0syl1E1Hko)
• read *The Art of Scientific Storytelling*
• work together to work differently
THANK YOU

@gravitytankinc