

ASPIRE Module: Networking Pacing

6 Tuesdays

9a - 10a

Led by Ashley Brady, PhD

Sept 25 | October 2 | October 9 | October 23 | October 30 | November 20

LST|CON November 15

Slides and handouts:

<https://medschool.vanderbilt.edu/aspire/2018-fall-aspire-networking-pacing-module>

Ashley E. Brady, Ph.D.

BRET Office of Career Development

Vanderbilt University

October 2, 2018

ASPIRE Networking Pacing Workshop

1. Overview of Networking and Intro to Elevator Pitches
2. Practicing Elevator Pitches and Preparing for an Event
3. Individual Goals for LST|CON (or other conference) and Navigating Conversations
4. Requesting a meeting and follow-up
5. LinkedIn Power Boost
6. **Attend LST|CON (Nov 15, 2018)**
7. Post-event de-briefing and Strategies going forward



November 15 | 21C Museum Hotel| Nashville, TN

WHAT IS LST|CON?

Life Science Tennessee's inaugural one-day, power-networking, and educational event, LST|CON, featuring industry experts and innovators. You'll network with other members, advocates and life science leaders to discuss the latest ideas, innovations and policies pertaining to our industry.

ALL IN ONE DAY.

- It's a fast-track, streamlined platform for members and industry leaders to share the latest technologies, news, and information that can power your business.
- **LST|CON** is the next new thing from Life Science Tennessee – an organization that you know from our effective advocacy, cutting-edge mentor network and strategic industry research.
- **LST|CON** is a powerful gathering that will provide you with updates on hot-button issues, as well as the knowledge and contacts you need to help you build your company and advance your technology.

<https://www.lifesciencetn.org/curabitur-quis-mi-at/>

Elevator Pitches & Preparing for an Event

ASPIRE Networking Pacing Workshop
Session 2

October 2, 2018

Ashley E. Brady, Ph.D.

ASPIRE Program Manager &

Director of Career Engagement and Strategic Partnerships

BRET Office of Career Development

Vanderbilt School of Medicine

Crafting a Compelling Elevator Pitch

What is an Elevator Pitch?



What is an Elevator Pitch?



A short, polished, and accessible summary used to quickly define a person, product, organization etc...

The name “elevator pitch” refers to the idea that it should be possible to deliver the summary in the time it takes to complete an elevator ride— approximately 30-60 sec.

Examples online:
Andrea Legary, MBA candidate
Asper School of Business



<https://www.youtube.com/watch?v=QK3ZdaoKXNQ>

The Best Elevator Pitch

Vanessa Van Edwards-- ScienceofPeople.com



<https://www.youtube.com/watch?v=yi41U9ahyoE>



<https://www.youtube.com/watch?v=ZLWWAZ3VDiM>

Why do I need one/ What is the Goal?



What's the Goal?

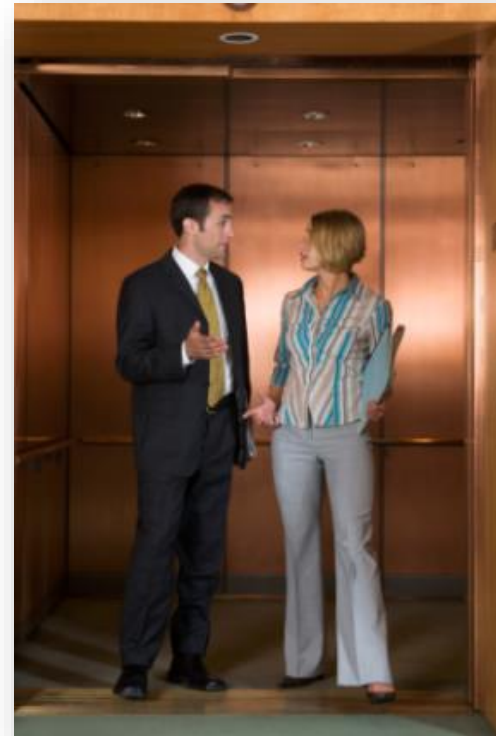
1. Create a memorable and positive impression
2. Open the door to further conversation

.....

(Not to tell someone everything you've ever done in point-by-point detail!)

Things to Consider

- Identify your audience
- Define your goal
- Emphasize everyday relevance
- Think about your research in terms of a *disease state*
- Introduce the problem/challenge you are working to solve
- Explain the impact of solving this problem– the “*So What?*”



Common Mistakes to Avoid

- Talking too much about yourself– “I am...” instead, “I work with (this disease/client) struggling with (this type of problem). Put yourself in your listener’s shoes: They are trying to quickly decide how you might help them, or how they can relate to you.
- Too vague or general, too long or rambling, too much jargon
- Using weak words– choose powerful verbs instead
- Overly rehearsed or inauthentic



Recipe for your Elevator Pitch

Take 10 minutes to work on this:

Basic Elevator Pitch

(Shoot for appx 30 sec= 90 words=5-8 sentences)

Identify your audience, goal

1. Introduce yourself and where you work
2. Tell what you do- think disease state!
- 3-4. Explain the problem/challenge
- 5-6. Offer a vivid example, if possible
7. Explain the impact of solving the problem– the “So What?”
8. (Optional)- What are you seeking from conversation/ ID next steps

Now, Fine Tune your message

1. Cut the jargon and details- make strong, short and powerful sentences
2. Keep your listener in mind– can they understand your terms?
3. Connect the phrases to each others to make the pitch flow
4. Memorize key points and practice
5. Double check that you have answered “what’s in it for me” for your listener
6. Tailor different versions for different situations
7. Ask a “lay” friend to read and give you feed back on your lay version.

Delivery

- ❖ Should be 30-60 seconds
- ❖ Practice for natural, conversational, effortless delivery
- ❖ Show confidence
- ❖ Let your passion come out
- ❖ Make eye contact



Listen/Watch for...

- Clarity
- Structure- who you are, what you do, why I should care (So what?)
- Audience engagement
- Timing (under 60 sec?)
- Body language?
- Is there a clear next step?

Let's try our own!

(evaluate each other
with provided rubric)



Preparing for a Networking Event

Prepare Ahead of Time



What is the purpose of the event?

What kind of people will be at the event?

What organizations will be represented?

What is your goal in attending the event?

Do your Research



LST website:

- Committees (Workforce Development, Entrepreneurship etc...)
- Board of Directors
- LifeScience.FM podcasts (speakers)
- Newsletters
- Policy efforts
- Sponsors of meeting

Research
Organization
Website

Review
Meeting
Agenda

Research
Speakers

Research
Member
Organizations

LST|CON Agenda

What conferences
are you interested
in going to?

AGENDA

9:00 AM	Registration and Networking Breakfast
10:00 AM	Opening Keynote: Patient Access and Advocacy
10:50 AM	Morning Breakout Sessions <ul style="list-style-type: none">• Training the Next Biotech Workforce• Attracting Life Science Companies to TN• Legal and Regulatory Update
11:45 AM	Networking Lunch
12:30 PM	Innovation Agenda Keynote: Stephen Ezell
1:15 PM	State and Federal Policy Update
2:00 PM	Life Science Tennessee Update and Voting
2:20 PM	Afternoon Break
2:45 PM	Science Breakouts <ul style="list-style-type: none">• Diagnostics & Personalized Medicine• AgBio• Medical Device
3:15 PM	Entrepreneurship Keynote
4:00 PM	Venture Forum
5:30 PM	Cocktail Reception

Note: 30-minute mentoring sessions led by the Life Science Mentor Network available throughout the day

LST|CON Speakers

SPEAKERS

- **Bob Crutchfield**, Managing Director of BrightEdge Ventures at the American Cancer Society
- **Stephen Ezell**, Vice President of Global Innovation Policy at Information Technology & Innovation Foundation
- **Adam Hott**, Ed.D., Expanding Solutions Expert and Digital Applications Lead for Educational Outreach at HudsonAlpha
- **Rep. Cameron Sexton** (R-Crossville), Chair of the House Health Committee in the Tennessee General Assembly



Dr. Lyle Ailshie

Dr. Lyle Ailshie is the Deputy Commissioner of the Tennessee Department of Education. In this role, he provides leadership for the Division of Teachers and Leaders as well as the Division of College, Career and Technical Education. Dr. Ailshie has 35 years of experience as an educator, seventeen as a superintendent, most recently having served as Superintendent of Kingsport City Schools from March 2012 until August 2017.



Dennis Grimaud

Dennis Grimaud brings over 40 years of experience in the health care industry and 30 years of experience in biotechnology as an entrepreneur, senior executive and consultant. He is currently Founder and Chief Executive Officer of Reliability, Execution, Development (RED), a healthcare and biotechnology company providing science, business and management services. He was most recently Chairman, Chief Executive Officer and Founder of DIATHERIX Laboratories, Inc., a clinical laboratory that provides testing services to physicians and hospitals for the identification of infectious disease through proprietary multiplexing PCR technology.

Things to Bring with you:

- Business cards
- Pen and paper
- Enthusiasm
- Open mind, ready to learn



What not to Bring?

- Resumes
- Gum
- Buzzing cell phones



Homework: Setting Goals

e.g.

- I want to meet 2 new people
- I want to learn about X organization/company
- I want to meet someone involved in Tech Commercialization, policy, Pharma or Biotech etc...

Identify 3-4 individuals or organizations you want to meet (don't just focus on speakers!):

- Research them online (LinkedIn, Google, company website, Press releases, Tennessean etc...)
- Think about your elevator pitch relative to their interests? Does it need adjusting?
- Develop 3 questions to ask each of them

(4th session we will try to set up meetings at the conference)