

# CONVINCE IN 15'

## THE ART OF THE PITCH

Length:	2 days
Place:	your site
Calendar:	TBA
Group size:	5 to 15
Audience:	researchers, doctoral students who deal with the public
Instructors:	Laurence Moss, Marine Pansu

With speed dating, elevator pitch, and flurries of text messages, time is accelerating, and it is important to be able to present your ideas, positions, and projects quickly and efficiently. This workshop examines the factors that promote successful modern communication and provides the opportunity to practice communicating in professional and personal contexts.

### Objectives

- Improve your communicative effectiveness both orally and in writing
- Develop your ease and responsiveness
- Build and express clear and direct thoughts
- Improve listening skills

### Program components

(modifiable according to the number of enrollees)

#### Personal awareness

- Defining your identity
- Identifying your goals
- Inventorying your communicative assets
- Developing your assertiveness

#### Awareness of others

- Identifying others' personalities, needs, and concerns
- Selecting the means of communication, strategies, style, and appropriate arguments
- Developing your listening skills

### Constructing your discourse

- Reviewing the components of verbal and nonverbal communication
- Setting goals
- Targeting quickly the essential message
- Structuring speech: length, rhythm, syntax, linking words
- Polishing the introduction and the conclusion
- Choosing appropriate register and vocabulary

### Making contact

- Choosing the means of communication
- Adopting appropriate strategies

*Exercises: an e-mail message, an elevator pitch*

### Convincing and persuading

- Choosing the means of communication
- Adopting appropriate strategies
- Choosing and perfecting your arguments
- Reinforcing the impact
- Dealing with exchange of opinion: anticipating opposing arguments, reformulation, etc.

*Exercises: persuasive presentation, discussion in a meeting*