Mastering Your Personal Pitch
June 21, 2019
I-CCEW enables people to realize their ideas & ambition, while contributing to the economic development of Oklahoma.

We launch ideas.

Utilizing a team-based approach on real world business, technology, healthcare, and social challenges.

80–100 Interns per year

15–20 Projects per year

Projects & programs

Exposure & opportunity

We build community.

Executing specialized community programs and running high-caliber events.

1,215 event attendees per year

300 workshop participants per year

We embrace exposure & opportunity to projects & programs.

The UNIVERSITY of OKLAHOMA
RONNIE K. IRANI CENTER
FOR THE CREATION OF ECONOMIC WEALTH
Mastering Your Personal Pitch
June 21, 2019
Workshop Goals

- Learn the Pyramid Principle as a framework that will sharpen overall communication skills
- Craft your personal pitch using the Pyramid Principle
- Learn a new approach to answering interview questions
The Pyramid Principle is important to effective communication, specifically when a large amount of information is involved.

TIPS:
• Start with the answer first.
• Use the Rule of Three.

Source: “The Pyramid Principle”, Barbara Minto
“John telephoned to say he can’t make it to the 3:00 meeting today. Hal says he doesn't mind making it later or even tomorrow, but not before 10:30, and Don’s secretary says that Don won’t return from Frankfurt, tomorrow, late. The conference room is booked tomorrow, but free Thursday. Thursday at 11:00 is a good time, can you make it?”

VS.

“Could we reschedule today’s meeting to 11 Thursday? This would be more convenient for John and Hal, and would allow Don to be present”
“I went to high school in a small town in Rhode Island. Then I moved to Texas for my undergraduate degree where I studied microbiology. After college I worked for Widget Companies for 2 years where I was a lab technician, and then after 2 years I got promoted to senior lab technician. At that point I realized I didn’t want to work in the lab forever so I decided to go back to school...”

VS.

“You should hire me because I have 5 years of relevant research experience in the topic, I am passionate about what you do, and I am a great fit for the company culture.”
Craft Your Personal Pitch

5 minutes
### Build your experience and skills matrix

**Challenge – Action – Results**

<table>
<thead>
<tr>
<th>Skill used</th>
<th>Analytical</th>
<th>Quantitative</th>
<th>Project Mgmt.</th>
<th>Creative</th>
<th>Relationship building</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience 1</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Experience 2</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Experience 3</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
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<tr>
<td>Experience 4</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

- Skills used includes “hard” skills such as critical thinking, analysis, research, etc. and “soft” skills such as motivating others, creating a team culture, upward influence, etc.
- Begin with a survey of skills used, then refine with actual details

Source: Kellogg School at Northwestern University Career Services; Ross School at Univ. of Michigan Career Services
Initiated OU’s School of Community Medicine “Health Tech for Good” program, involving the coordination of 50 people to go out into their local neighborhoods with iPhones to screen participants for high blood pressure/diabetes, which resulted in 250 participant screenings and 75 early stage diagnoses.
Build out one C-A-R story that would be in your experience matrix

5 minutes
How should you prepare for the interview?

Before

- Personal pitch
- Know your resume
- At least 3 C-A-R statements / matrix
- 4-5 GOOD questions for employer

After

- Show appreciation
- Ask about next step
- Ask for a business card
- Send a thank you note within 24 hours

What not to do

- Complaining/negativity, about anything
- Avoiding eye contact
- Too many ums, likes, uhs, etc.
- Rambling
- Asking about salary
- No gum, coffee, phone
The I-CCEW internship brings interdisciplinary students in OKC together to work on real world health care innovations.

Critical thinkers
Problem solvers
Challenge seekers
Campus leaders

Top students from across OUHSC spend a semester working on a high-impact healthcare innovation project:

- 10-15 hours a week
- Intensive leadership and professional development curriculum
- Stipend provided
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