



The UNIVERSITY *of* OKLAHOMA

RONNIE K. IRANI CENTER

FOR THE CREATION OF ECONOMIC WEALTH

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.

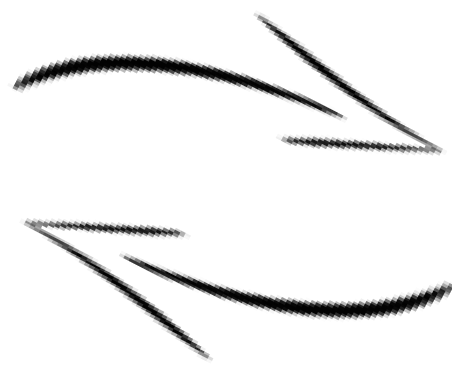


Utilizing a team-based approach on real world business, technology, healthcare, and social challenges

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



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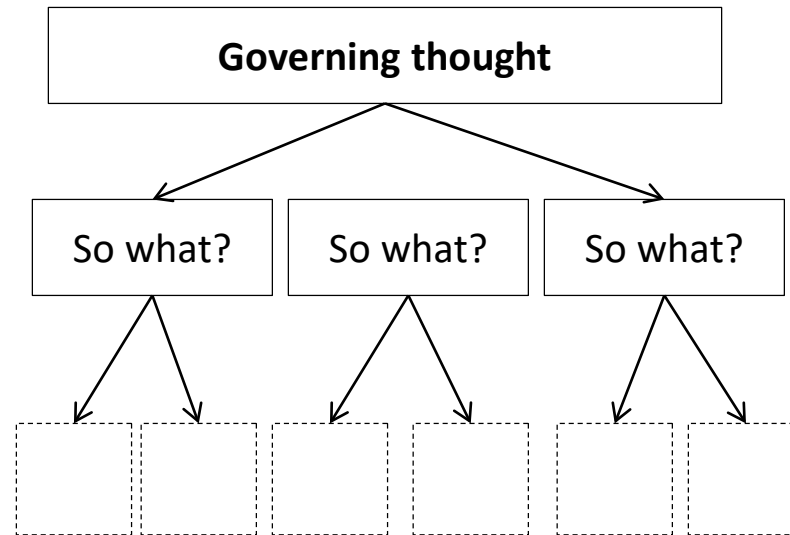
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Workshop Goals

- 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

Synthesis and the Pyramid Principle in Action

“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”

Synthesis and the Pyramid Principle in Action

“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.”



EXERCISE

Craft Your Personal Pitch

5 minutes

Build your experience and skills matrix

Challenge – Action – Results

Skill used	Analytical	Quantitative	Project Mgmt.	Creative	Relationship building	Operations
Experience 1	X		X	X	X	X
Experience 2		X	X			
Experience 3			X	X		X
Experience 4	X		X		X	

- 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

Challenge – Action - Result

Challenge

Initiated OU's School of Community Medicine "Health Tech for Good" program,

Action

involving the coordination of 50 people to go out into their local neighborhoods with iPhones to screen participants for high blood pressure/diabetes,

Result

which resulted in 250 participant screenings and 75 early stage diagnoses.



EXERCISE

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
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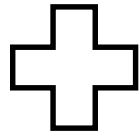
After

- 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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