Office of Grants and Fellowships

We help you:

- Get money
- Build your CV
- Spin your story
- Sell your research

Strategy, examples, editing
Overview

- Activity: Introductions
- Audience Analysis
- Q.A.B. Formula
- Video Examples
- Activity: Q.A.B.
- Benefits
- Activity: Brainstorming Benefits
- Tips
Introductions

- 1 minute to write 1 sentence about your research.
- Share it with the group.
Distilling Your Research
Distillation Process

Your Thesis:
- Jargon
- Success
- Expertise
- Despair
- Caffeine
- Boring Bits
- 5 Years
- Failures

Success!
Audience Analysis
## Small Group vs 3MT

<table>
<thead>
<tr>
<th>NOW</th>
<th>3MT</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Icebreaker</td>
<td>- Prepared speech</td>
</tr>
<tr>
<td>- Graduate students</td>
<td>- General public</td>
</tr>
<tr>
<td>- &lt;30 seconds</td>
<td>- 3 min (2.9 min ideal)</td>
</tr>
<tr>
<td>- Paper</td>
<td>- 1 slide</td>
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</tbody>
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You can break down the 3MT audience even further.
Who stays close to Notre Dame?

- Faculty
- Business leaders
- Graduate students
- Administration
- Community leaders
- Donors
What can you infer about them?

- Any field
- Bachelor’s degree or higher
- Not experts, but might know someone who is
- Aware of current events
- Are here for entertainment or support
- Don’t care about the details – yet
Make Them Want More
Q.A.B. Formula

Question

Answer

Benefits
Q.A.B. Formula

Question/Problem

Answer/Evidence

Benefits/Limitations
3MT Examples
Activity

As you watch, write down:

- What is their question?
- What has their research answered?
- What are the benefits of this project?
Mara Gotz
2014 University of Edinburgh Winner
Andrew Farrer
2015 University of Adelaide Winner
Elements of a Successful Pitch

- Concise
- Meaningful
- Intriguing
- Memorable
Concise

- Over 3 minutes? You’re out.
- Ensures most of the audience is paying attention:
  - Average radio song is 3.5 min
  - Average YouTube Top 10 is 4.25 min
- Short sentences are punchier
- Avoid jargon & big words
  - Unless particularly meaningful
Meaningful

- Don’t delay
- Get to the point early
- Incite discussion: don’t just state facts

“All stories are true, and some of them took place.”
Meaningful

**Intellectual Merit**
- Do you know the subject?
- Are you doing something new?

**Broader Impact**
- Is it useful?
- Why should people care?

All grants want you to show these two things!
Intriguing

- Be distinctive.
- Point the audience in a particular direction:
  - Let them “discover” your topic as you lead them
- Make them want to learn more.
- Get excited!
  - They’ll get excited too.
Memorable

- Provide a hook.
- Listenability depends on timing and vocal hangers.
- Build anticipation.

“Facts are retained; stories are retold.”

-Scott Ginsburg
Shrimp on a Treadmill

- Tiny part of a grant
- What people remembered? Government waste
- The meaningful benefit was not communicated
Making Benefits Meaningful

- How seafood responds to environmental change
- Food security
- Gulf Coast economics
- Oil spill effects
- Algae blooms & climate change
- Breathing models for different organisms
- Food in new environments (space!)

(Actually only $1000)
Write Your Own Q.A.B. – Get Feedback

Question/Problem

Answer/Evidence

Benefits/Limitations
Brainstorming Benefits

- Why is your research useful?
- Why should people care?
- How would you explain your project?
  - To someone outside your field?
  - To your grandmother?
  - To a child?
- What is the next step?
- If everything works perfectly, what might people do with this in 5 years?
  - 10 years?
  - 20 years?

What is the big picture?
PhDs focus on a small part of the big picture
Most people have broader interests
Sometimes you are so close to your research it’s hard to see the big picture
Think outside the box

Matt Might, The Illustrated Guide to a PhD
Brainstorming Benefits

- What current events are relevant to your project?
  - How will your research explain what is happening?
  - What could be done differently based on your results?

- How could your research inform ______?
  - A government policy?
  - A social movement?

- Our understanding of a historical event?

- Who outside your field could use this?
  - This result?
  - This method?
  - This way of looking at a problem?
Interview your partner about their research.

How do you think that project might be useful?

Brainstorm!
Tips
Practice!

The mirror
Your friends
OneButton Studio
Cell phone
QUESTIONS?