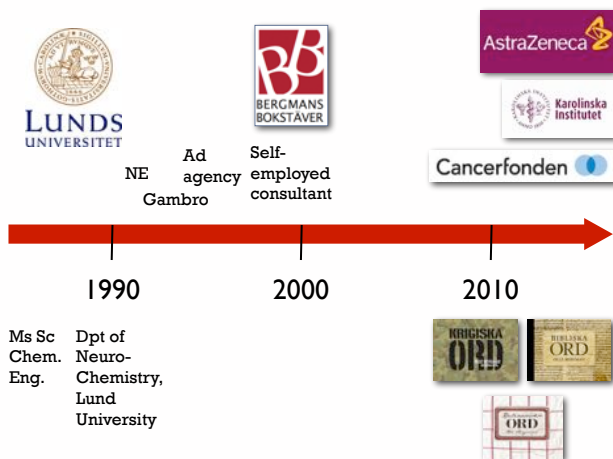


Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant, Public Speaker & Professional Writer devoted to people, science, language & history”



1

It's not about
you.

IDEAS
are in no short
supply.

It's about the
potential
of the project.

Will they make
my money and
reputation grow?

2

It's not about
your details.

OK, one minute
left. Get to the
point!

It's about your
main messages.

1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

3

It's not about
your past.

There are other
smart people
out there.

It's about
what you can do
from now on.

4

It's not about
your prestige

Everything
you know
is wrong.

It's about learning
and developing.

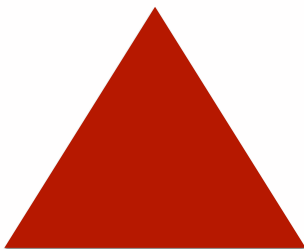
5

It's not about
winning or losing

Everyone
wants to
be the DJ

It's about
building
mutual trust

CONCEPT



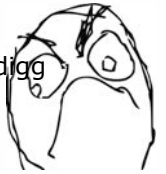
TRUST

DRIVE

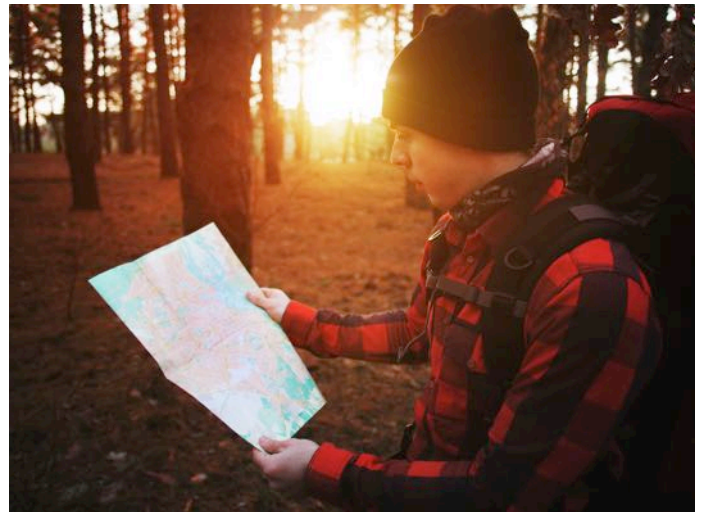
- See things from the target group's perspective.
- Get the point across, not a thousand details.
- Explain what you can do, rather than what you have done.
- Be humble and prepared to learn.
- Build trust, founded in competence, drive and perseverance.

The problem

- You do not convince me
- Weak logical flow and rhetoric
- Don't use adverbs
- Quantify
- What we know, what you think need to be clear
- Fluffy statements are common
- Choices not visible or explained
- Give the reader a chance to evaluate
- Low substance per page/word
- Limited use of made efforts
- Ask: Why? Why? Why? You need to dig deeper!

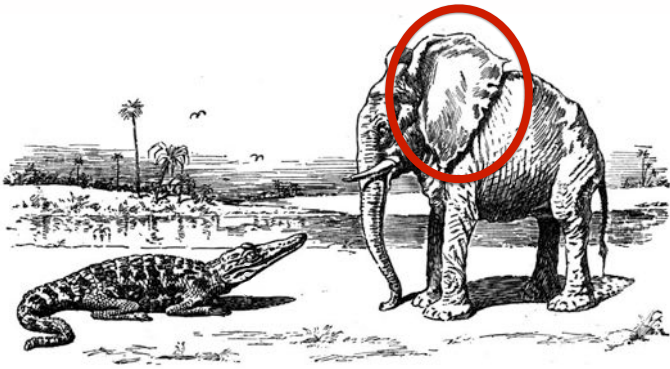


1 Define your task.



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ **CHANGE THE WORLD!!**

2 Analyze your target group.



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



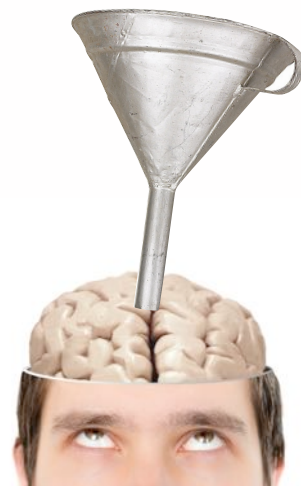
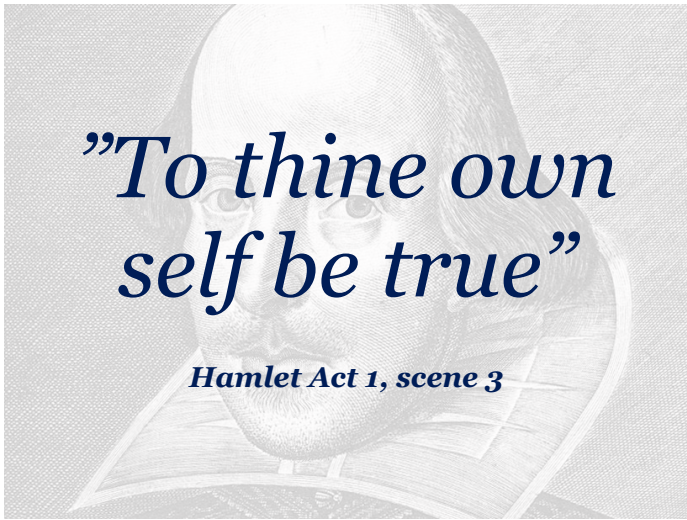
Australopithecus afarensis

HOMEOSTASIS
SECURITY
HIERARCHY
REPRODUCTION

What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

Know **3** yourself.



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutatio*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



Attention

Interest

Desire

Action





A screenshot of the Nobelprize.org website. The page is titled "The Nobel Prize in Physiology or Medicine 2008" and features a profile for Harald zur Hausen. It includes a photo of him, his birth date (11 March 1936), and his affiliation with the German Cancer Research Centre. The page also has social media sharing options and a "Prize share: 1/2" indicator.



“The inverted pyramid”

Really interesting stuff

Not so interesting stuff