**Memorandum**

DATE: 10/1/2023

TO: Professor Zalatan

FROM: Brooks Walsh

SUBJECT: NIP-4; Project pitch self-reflection

On Tuesday two weeks ago, the 19th of September, we had our department meeting in which all the PRL interns presented their initial project pitch. In today’s memo, I will break down what I perceived to be my strengths and weaknesses during this pitch to improve my performance in the future.

**Strengths**

One of the most stand-out things I did during the presentation was controlling my image. While it was permitted for us to use a notecard to remind us of our pitch, it is my opinion that speaking directly to the audience without an exact speech is more impactful. My hand movements did get slightly repetitive; however, I find that some gesticulating is better than none and tends to engage the audience.

Another strength of my pitch was its conciseness. When it comes to presentations with no visual aid, it is imperative that the speaker does not lose the audience in the details. In general, presenting statistics or numbers in a non-visual presentation is a bad idea as it will confuse the audience and have them trying to remember specifics that may not be the center-point of the pitch. I presented the key facts about the organization I plan to work with without muddling my message with unnecessary “fun facts”.

**Weaknesses (Areas for Growth)**

For surface level growth-areas, the most noticeable are that I looked at the floor once or twice and stumbled over my words when trying to wrap up. I plan to work on these skills by practicing future pitches with myself in the mirror or with a peer. As for the substance of my pitch, I believe that I could’ve improved the way I sold the audience on what exactly the connection to PRL is. This is an extension of a bigger problem, lack of knowledge of the intended audience. As the “department meeting” was only interns, it was difficult to gauge how exactly I should create a convincing argument to an audience who isn’t ultimately responsible for the decision. To prepare better for this shortcoming, I will ask more questions in advance of future pitches.