
PRESENTATIONS, NABC AND ELEVATOR PITCHES

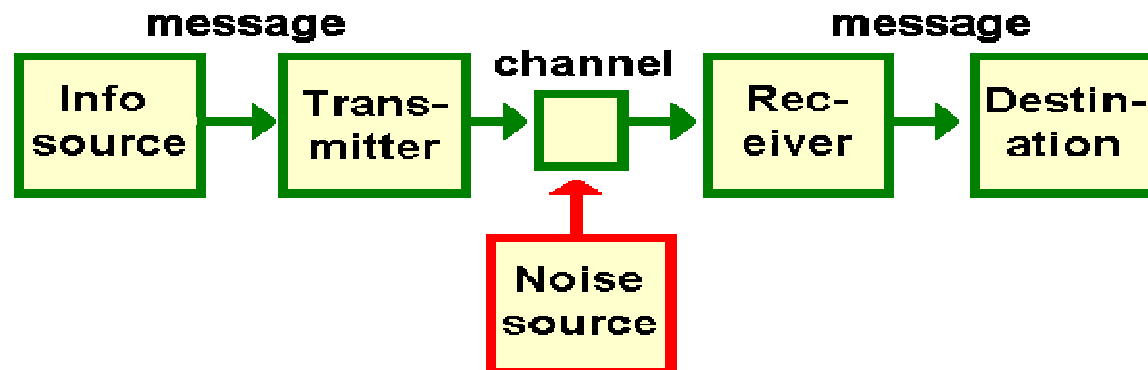
WHY NOW?

- We would like you to be in contact with stakeholders in this process of refining the BMC
- Final presentations approaching

AGENDA

- General communication models
- Preparation
- The importance of having a disposition
- The NaBC
- Tips and tricks

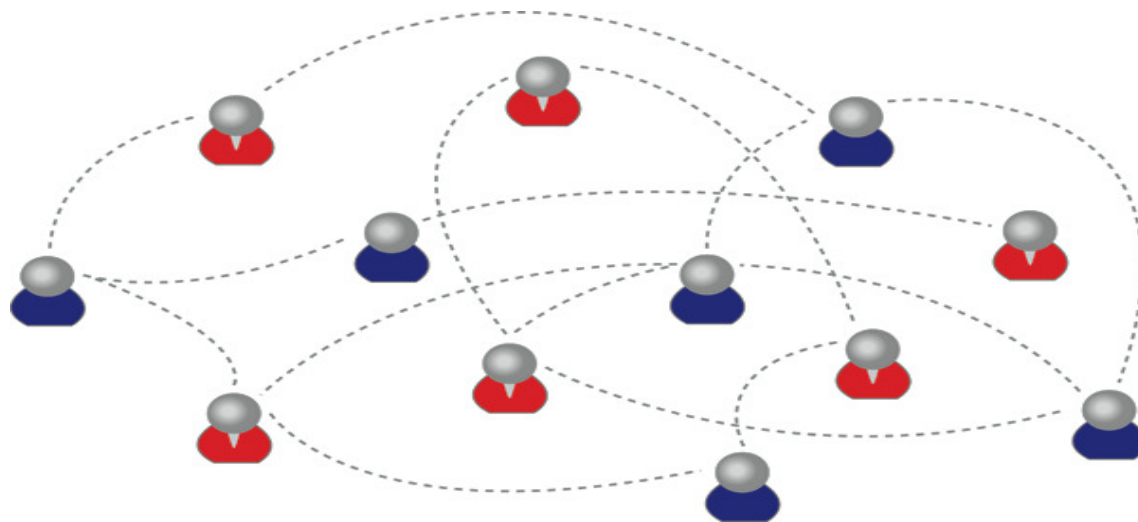
SHANNON & WEAVER 1949



ALRØ & KRISTIANSEN 1989

Context		
Communicator	Channel	Communicator
	Code	
	Message	

2014?



PREPARATION

Communication takes time!

Think of an exam or presentation that went well – how did you prepare?

BEFORE PREPARING THE PITCH CONSIDER THE FOLLOWING

CONTEXT

- ▶ Why have I been asked to speak? What do they expect from me?
- ▶ Which relationship do we have? (prior knowledge, power relations, organizational setting)

COMMUNICATOR

- ▶ Who are the listeners?

CHANNEL

- ▶ Room
- ▶ What visual aids are available and relevant?

BEFORE PREPARING THE PITCH CONSIDER THE FOLLOWING II

CODE

- ▶ Language
- ▶ Style

MESSAGE

- ▶ What is the purpose of the presentation?
- ▶ **What is my core message?**

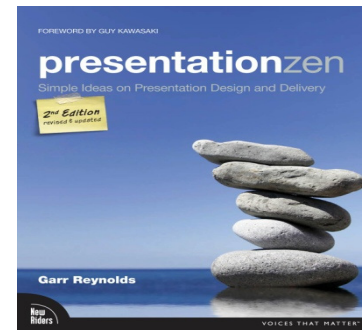
REYNOLDS (2008)

Creative approach

Creativity through restrictions

Consider to work analogical while preparing

Pauses/slowing down

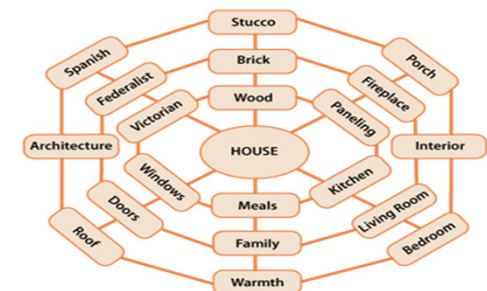


DISPOSITION

What content is relevant and in what order?

Linear vs. other structures

Remember to present the disposition (patterns , schematas)



Periodic Table of Elements

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	H																	He
2	Li	Be											B	C	N	O	F	Ne
3	Na	Mg											Al	Si	P	S	Cl	Ar
4	K	Ca	Sc	Ti	V	Cr	Mn	Fe	Co	Ni	Cu	Zn	Ga	Ge	As	Se	Br	Kr
5	Rb	Sr	Y	Zr	Nb	Mo	Tc	Ru	Rh	Pd	Ag	Cd	In	Sn	Sb	Te	I	Xe
6	Cs	Ba	La	Hf	Ta	W	Re	Os	Ir	Pt	Au	Hg	Tl	Pb	Bi	Po	At	Rn
7	Fr	Ra	Ac	Rf	Db	Sg	Bh	Hs	Mt	Ds	Rg							

For elements with no stable isotopes, the mass number of the isotope with the longest half-life is in parentheses.

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THE FISH MODEL

The face = introduction

The body

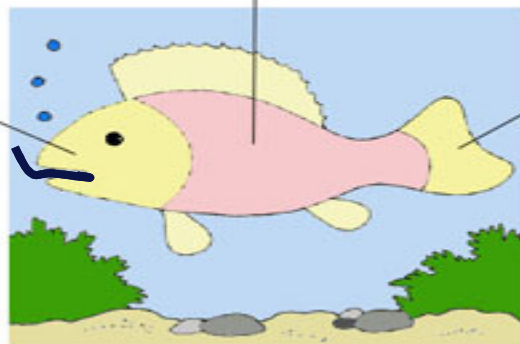
Hoved = Indledning

Krop = Oplægget/opgaven

Hale = Afslutning

The hook

The tale = closure



NABC

Notice the little "a"

Can be used in convergent processes, elevator pitches and other presentations

NABC

Need Why do the customer need this product? Is it an expressed need or not? What value does it create?	Approach What is your unique approach? What make you the ideal provider of the product?
Benefits Preferably quantitative Facts about why this product creates value	Competition What alternatives to your product can be found on the market? Which routines does the customer need to change?

ORGANIZATIONS USING THE NABC-TOOL:

SRI International

- has developed it

Case Western

Reserve University,

USA



The City of Tampere

**Ministry of Higher
Education, Malaysia**



Silicon Valley Bank



AARHUS
UNIVERSITET
ARTS

HELLE MEIBOM FÆRGEMANN
UDVIKLINGSKONSULENT

5. DECEMBER 2014

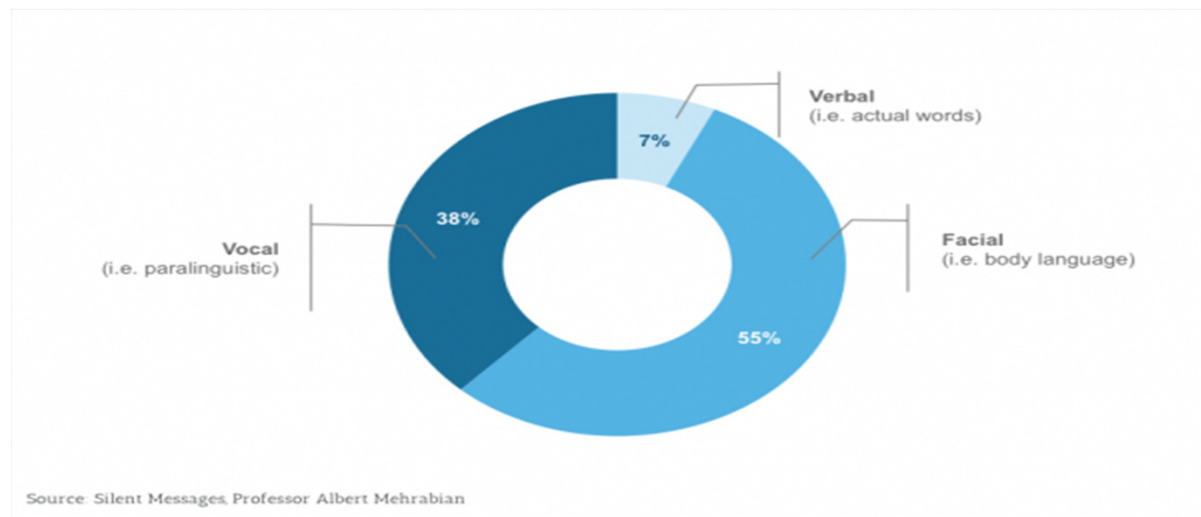
MORE NaBC

<https://www.youtube.com/watch?v=Q1G6Uo0NFkY>

<https://www.youtube.com/watch?v=rcvbRNbTgWY>

http://innovation.blogs.ku.dk/files/2013/08/21.-maj-Teatersociologi-HumInno_optimized.pdf

ALBERT MEHRABIAN'S COMMUNICATION MODEL



SAY THE SAME THING IN MANY DIFFERENT WAYS

Words: oral and written on handouts, flip charts, white boards, projector etc.

Pictures for illustration or/and to create a certain atmosphere

Music - mostly for creating an atmosphere

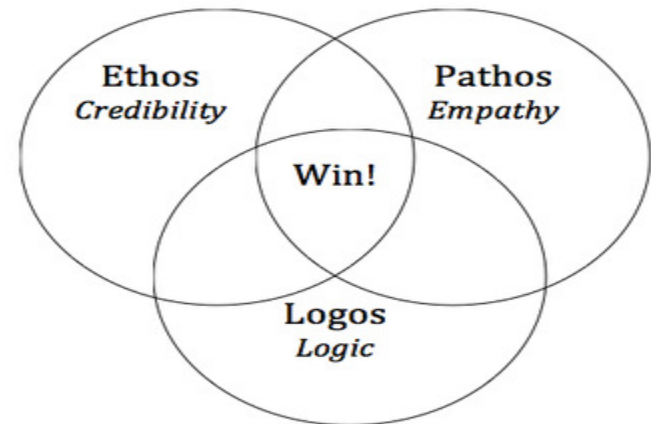
Concrete things – your prototype?

Activities which make the other communicators participate actively



RHETORICS – FORM OF APPEALS (WAYS TO PERSUADE)

- ▶ Logos – logical arguments, facts
- ▶ Pathos – appeal to the listeners sympathies and antipathies
- ▶ Ethos – "moral competence", knowledge, experience.



ELEVATOR PITCH



30 sek. - 2 min.

Most important to
get another
chance to present
your ideas

Focus on whats in
it for you

WATERING HOLES IN ESSENCE

- Safe place where you can try out new initiatives and gain ideas, feedback and resources.
- Short structured meetings
- Focusing on making your value proposition sharper

WATERING HOLES IN PRACTICE

- Invite externals/internals who haven't followed the whole process
- Have people with different backgrounds *participate*
- Present your value proposition
- Have people focusing on positive/negative feedback
- Consider to avoid discussions of the feedback
- Record the feedback



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