

Focus on the Problem



Pitfall 2: Pitching to the wrong audience



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By the end of this lesson you will be able to...

- Identify and fix the common pitfall of pitching your problem to the wrong audience

Pitfall: Pitching to the wrong audience

- Mia's video shows a situation where she is explaining her research to a friend at a party. But what if she gave that same talk to a colleague? They'd look at her like she was crazy. Let's watch what happens at that same cocktail party when Mia assumes her audience knows too much about the problem she's working on.

What went wrong?

- Mia's been way too deep in her work, that she's unable to see it as an outsider.

How to fix?

- Practice explaining your work to lots of different people.
- When in doubt, ask!



End here.

Pitfall: Pitching to the wrong audience

- In my video I assumed a basic technical knowledge. How would I change my approach so that it was appropriate for a non-technical audience?
 - More focus on why the problem was hard and important
 - No technical jargon
 - Less details of the solution

Different talks for different audiences

- When in doubt, ask!