

But why?

A quick guide to crafting an elevator speech about your research

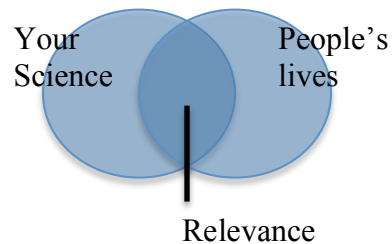
Details, details, details! They're important. But so is the big picture, especially to people outside our immediate discipline. We need to be able to understand and explain *why* we're doing what we're doing.

Don't worry about your audience for a first run-through. Just write it all down. Don't worry about grammar. You can start sentences with a verb, or with "To..."

What do you research? (Details are fine here, but sum it up in no more than a few sentences.)

Why do you research it? (How does it advance knowledge and/or benefit the broader scientific community?)

Why should people (non-scientists) care? (What broader implications does it have? For science, for society?)



NOW....

Write out a statement of no more than a few sentences describing your research and why it matters to someone **in science but not in your discipline**. The statement should be completely jargon-free unless you define your vocabulary.

Try the following statement:

I am _____[[what you're doing]]_____ to _____[[why you're doing it]]_____.

Write out a statement describing your research and why it matters **to an adult that is not a scientist** (your aunt, airplane seat mate, person at a party, etc).

Write out a statement describing your research and why it matters **to a 6th grader**.

