



The Art of Engaging People

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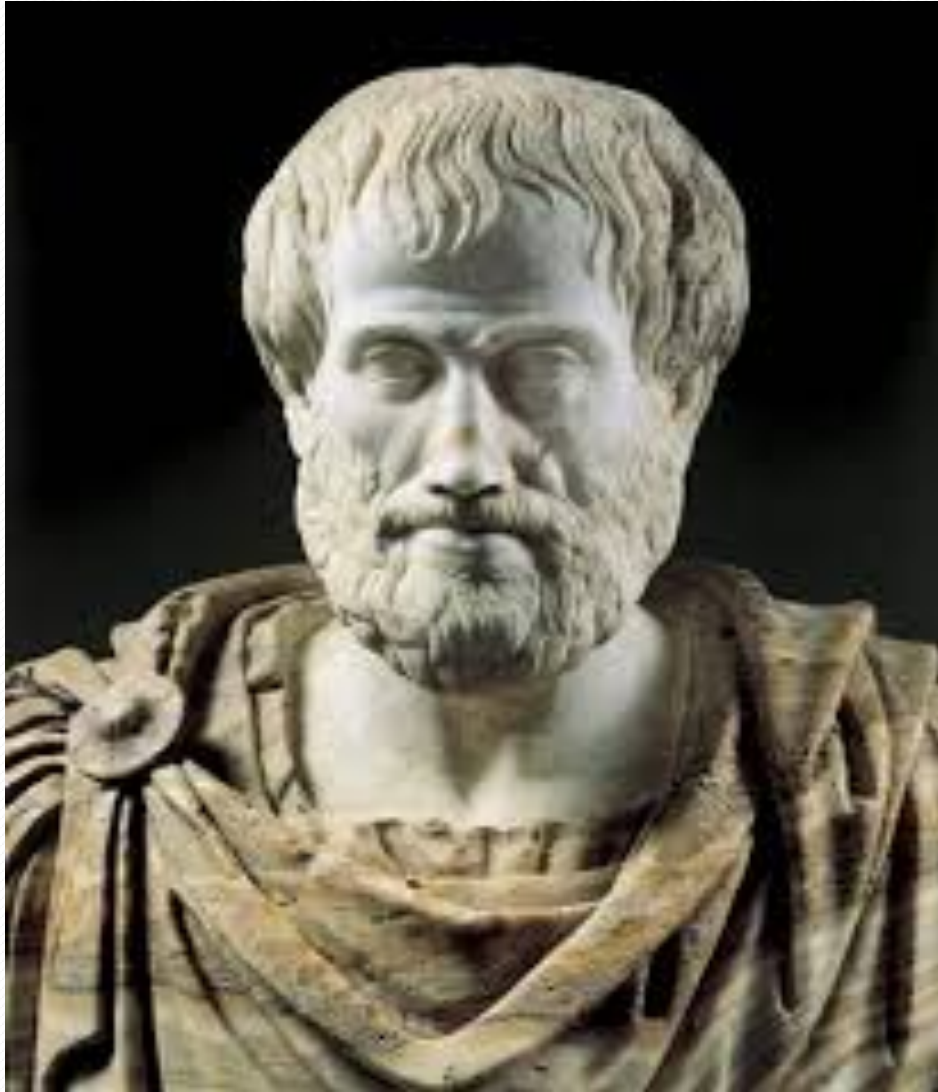
Communicative challenges

- **Grant proposals**
- **Job interviews**
- **Conference talks**
- **Outreach**
- **Explaining what you do to others**



Key to Success

**Engaging people –
making science personal
and relevant.**



Aristotle
385 BC – 322 BC

Three kinds of arguments

- **Logos – logic, factual arguments**
- **Pathos – passion, emotional arguments**
- **Ethos – character – ethical arguments**



What then is character?

**And how do you use your
character as an argument?**

Your contribution

- ***What you are able to contribute***
- ***What you are willing to contribute***

Trust

Competence

- *What you are able to contribute*

Benevolence

- *What you are willing to contribute*



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Three essential questions

- **Who?**
- **What?**
- **Why?**

Purpose

- **Who are you?**
- **What do you want to achieve?**
- **Why is this important to you?**
- **Why is this important to the world?**

Elevator pitch

An elevator pitch is a short speech that gives another person a good idea of your purpose: who you are, what you do, why you do it. I.e. you contribution.

How

Take 10 minutes to reflect on the following questions:

- **Who am I?**
- **What do I want to achieve?**
- **Why is this important to me?**
- **Why is this important to the world?**

Now

Make a short note about:

- **What you do**
- **Why you do it (your deeper purpose)**
- **To what benefit (your contribution)**

Make sure your pitch does not take more than 1 minute to tell.

And action...

We will form groups of 3 persons.

You will meet outside this room.

You will each take turn and make your pitch: One talks, one listens, one takes the time. The one who listens gives feedback: “This was good, this can be developed.

Keep eye contact, don't stress.

Then you go for coffee!

Be back by 15.45



Story telling

What is the deal with stories?

The power of storytelling

- **Results repeatedly show that our attitudes, fears, hopes, and values are strongly influenced by story.**
- **In fact, fiction seems to be more effective at changing beliefs than writing that is specifically designed to persuade through argument and evidence.**

Character development

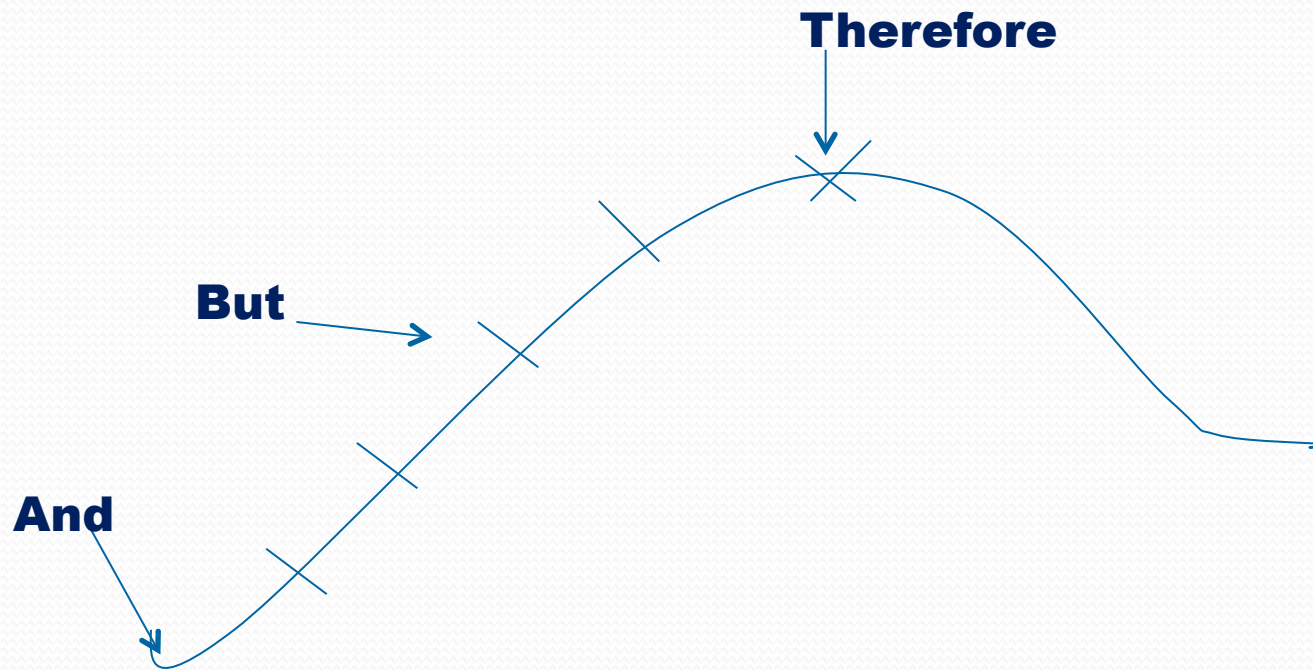
- **Conflict**
- **Problems**
- **Obstacles**

- **And the change that occurs when you overcome those obstacles.**

We love stories...

- **...because they give us HOPE.**
- **and because they teach us how to GROW from dealing with obstacles.**

The narrative arc



Exercise

- **You are going to tell your neighbour a 3 minute story about a DEFINING MOMENT in your life, a moment that has had impact on your research, your field of research, your world view, or the fact that you are a scientist.**

Defining moment

A moment when something happened that changed you in some way. Some realisation, a seminal experience, an aha-moment.

How

- **You are going to spend few minutes to think about a defining moment**
- **Then you are going to construct a 3 minute story about that moment**
- **You will give details that involves as many senses as possible – vision (colours, shapes), sound, smell, taste, touch**
- **You will give details like time of day, time of year, people involved**
- **You will use the and, but, why structure**

Now

- **Take 10 minutes to reflect about defining moment. Start recollecting as many details as possible.**

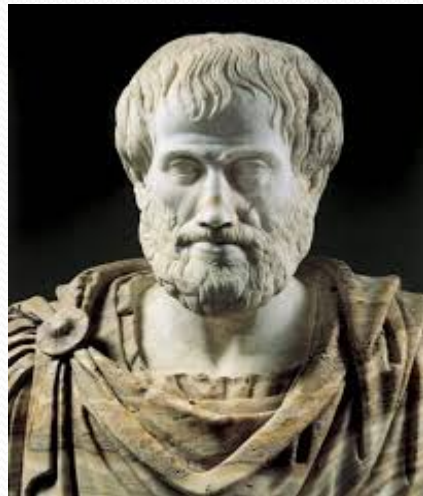
Template

- **It was in...**
- **I was...**
- **AND then...**
- **BUT...**
- **SO THAT IS WHY...**

Ethos

***Character contains almost
the strongest proof of all.***

Aristotle



Career time

- **Grant proposals**
- **Job interviews**
- **Conference talks**
- **Explaining what you do to others**
- **Outreach**

The rhetorical process

- **Analysis: who and why**
- **Content**
- **Structure**
- **Expression**
- **Performance**



Analysis

Who, what and why

- **Who are you? Who is the other person?**
- **What do you want? What does the other person want?**
- **Why is this important to you? Why is this important to the other person**

The art of engaging people

- **Be personal:**
 - **aware of: who you are, what you want and why it is important to you**
 - **clear in your message**
- **Be relevant:**
 - **understand your audience/speaking partner: who they are, what they want and why it is important to them**
 - **responsive to their needs**

Purpose and contribution

- **It is about your purpose, and how you connect that purpose to others.**
- **Your contribution.**



Good Luck!