

CÔMPASS



Framework: 30-Second Scientist

Answer the following questions in 30 seconds—total!

Who you are... (Your name, and a greeting if you wish)

"Hi, I'm _____"

What you do... (Not your title—why people should listen to you)

e.g. *"I study the fragile coastal environment"*

"As a Scientist..."

... What you want people to know. What's important and why you care.

Keep it clear and based on evidence.

COMPASS



Your Key Message Elevator Speech

Answer the following questions in 60 seconds—total!

Who you are... (Your name, and a greeting if you wish)

“Hi, I’m _____”

The one thing/most important thing I want you to know is...

“I know this because...”

“We should care because...”

Remember! Keep it short and concise. This should convey a single idea and assume no prior knowledge.