



RESEARCH + PRACTICE
COLLABORATORY

Crafting a Pitch to Practitioners

Bill Penuel

University of Colorado Boulder

Ted Willard

National Science Teachers Association

Why Think About Your Pitch to Practitioners?

- Their concerns and ways of expressing those concerns are likely to be different from yours.
- Like you, practitioners are busy.
- Your ability to build the bridge to those concerns “more than half way” is likely to enhance your likelihood of success.



Who Are Practitioners, Anyway?

Educators	Educational Leaders
<p>Teachers</p> <p>Informal educators</p> <p>Youth development specialists</p> <p>Volunteers</p> <p>Parents</p> <p>Peer leaders/explainers</p>	<p>Principals</p> <p>Coaches</p> <p>District curriculum specialists</p> <p>Principal supervisors</p> <p>Museum education directors</p> <p>Youth program managers</p>



NABC: A Way to Organize a Pitch

- Need
 - The *other person's need or concern* that your design will address.
- Approach
 - The *angle or strategy* you are bringing on how to address that person's need.
- Benefits
 - The benefits to *the other person or groups with whom they are concerned* that will result from taking your strategy.
Compensation is not a benefit.
- Competition (not part of today)
 - The *alternatives* to your strategy that may be well known, popular, have been tried and failed, etc.



Tool: Translating a Pitch

- Your task:
 - Write out two versions of the “need” “approach” and “benefits”:
 - One for a research audience (e.g., funder)
 - Another for an educational organization leader (e.g., museum education director, district leader, principal) or educator.
 - Use only one sentence for each.
 - Write them side by side, so we can together explore the differences
- Format: NAB(C)



Questions for Discussion

- What are the points of difference and overlap you notice in your statements?
- Does one feel more “authentic” than another? If so, why?
- Does writing the educator or education leader frames lead you to want to change how you frame your work for future colleagues at all? If so, how?

