Generating & Moving Your Creative Ideas: Make the Perfect Pitch

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Credit: @SBhatnagarMD

Ethnographic Research

Credit: Apple iOS 10

Human Centered Design


Preparation for Co-Design Session

1. What will the focus be on? (department, specialty, clinic, group of patients, etc.)
2. What is the strategy for goals of the session and who will lead the session?
3. What stage is the project at and who is the best to participate at this stage?
4. Is the environment comfortable and a safe space for patients and staff?
5. Who will the results of the session go to? Who are the stakeholders?
Communicating Effectively Simply Clearly Concisely Powerfully

Making the Perfect Pitch: How to Pitch Efficient, Effective and Engaging

#1 WHY? (Pitch the problem, not a technology)

#2 CHOOSE YOUR USER (Who is your target audience?)

#3 MAKE ME CARE! (Tell a story, build emotion)
#4 KEEP IT SIMPLE (as you combine #1-3)

1 + 1

#5 SHOW DON'T TELL (Can your audience visualize your idea)

“They were scared.”

VS

“Theyir faces went pale as their eyes widened and not a breath could be heard. They could have been mistaken for statues.”

#6 USE DATA (Leverage Big Statistics to Show Impact)

Bill Gates at TED2009:

Mosquitos, malaria and education
Compile pitch #1
3 minutes

Practice your pitch
60 seconds

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Interesting Reads
(Design + Innovation + Entrepreneurship)
(In no particular order)

• The Design of Everyday Things by Don Norman
• Change by Design by Tim Brown
• The Field Guide to Human Centered Design by IDEO
• Ten types of Innovation by Larry Keeley
• Business Model Generation by Alex Osterwalder
• The Lean Startup by Eric Ries