Elevator Pitch

• What is a elevator pitch?
  • A short, concise (30-60 seconds), clear and carefully planned description of yourself, an idea, a product, etc.
  • The pitch/speech is done in a way that the listener can easily understand the idea, product, who you are, etc.
    • Use simple language
    • The pitch is meant to memorable, engaging, and showcase your unique personality.

• Necessary skill for job interviews and advancing your career.

• Today, we will introduce a three step process for creating your own elevator pitch and apply this process to a question.

• Time permitting, you will present your elevator pitch to the class today.
Three Step Process to Write your Elevator Pitch

• The theme of today’s Elevator Pitch is
  • *Who are you and why do you want to work for us?*

• *us=
  • Faculty member leading a research group
  • A company your will may meet at the expo
  • Etc.
Step 1, Brainstorm: Write down everything you may want to say on a sheet of paper.

• Write down anything that you may want your interviewer to know.

• Below are a few questions that are relevant to your elevator pitch topic:
  • What are some of your major accomplishments?
  • What skills do you have?
  • What experiences have you had that are related to the company and/or person you are speaking with?
  • What makes you different?
  • What are your career goals and why are they important to you? How are they related to the person, company, and/or group you are speaking with?
Step 2, Narrow it down and organize: Fit your brainstorming notes on an index card.

• 2.1: Take your brainstorming list and circle the information that you think is most relevant to both yourself and the person interviewing you. Cross out the information that is redundant and not relevant to the person/company you are speaking with.

• 2.2: Then, write down the important information on a smaller piece of paper in the order you would like to say it.

• Tips:
  • Start with something catchy – get the listener engaged
  • Start with general details, then go into the specific detail of how you are a good fit to work for this company/person
  • End with something memorable
Step 3: Practice, get feedback, repeat.

- Consider the following questions for constructive criticism of your partner’s pitch:
  - Was the first sentence of the pitch engaging?
  - Was the speech concise and to the point?
  - Were there any parts of the speech that you did not understand or found confusing?
  - Was the speech enthusiastic and engaging?
  - Was the speech tailored to the correct audience?
  - Does the author include jargon that is not commonly used?
  - Is there a way to improve the format of the speech?
Assignment for next class

• Create an elevator pitch that is a concise statement of your research project assigned in this course. The pitch is meant for a general audience. This pitch address the following:

• **Explain your research project and why it is relevant in the world today.**
  • What is the general topic of your research?
  • What is the specific problem you are tacking with your research?
  • Why is the problem important?
  • What are the broader impacts of solving this problem?